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ABSTRACT

This annual compilation by the Association for Education in Journalism describes master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States between July 1, 1974, and June 30, 1975. The aim of the book is to improve the flow of information about current research by providing easy access to students and teachers in journalism schools, to scholars in related disciplines, and to professionals in the media of mass communication. It contains 287 abstracts submitted from 40 colleges and universities, including 49 doctoral dissertations and 238 master's theses. All abstracts were prepared by the students or their advisors. The abstracts are arranged in alphabetical order under doctoral dissertations and master's theses. An author index and a complete subject index are included. (RB)

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INTRODUCTION

Journalism Abstracts is an annual compilation by the Association for Education in Journalism of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines and to professionals in the media of mass communication

This book, Volume 13, contains 287 abstracts submitted from 40 colleges and universities. It includes 49 doctoral dissertations as opposed to 65 last year; and 238 master's theses as opposed to 297 last year.

Comparisons become more significant when the reader goes back to Volume I (1963). That book contained 158 abstracts, (17 dissertations, 141 theses) collected from 27 schools.

The 1975 book includes those theses and dissertations accepted from July 1, 1974 to June 30, 1975. In addition, a few abstracts that missed the deadline for the previous year's volume are included. All abstracts were prepared by the students themselves or by their advisers.

While complete coverage is the goal of this series, a few schools and some students fail to participate. However, on the basis of this year's response from 40 institutions, the editor estimates coverage is approaching its goal and that Volume 13 includes the vast majority of those theses and dissertations accepted during the publication period.

ACKNOWLEDGEMENTS

The editor first wishes to express his appreciation to all students and advisers whose cooperation made this thirteenth volume possible. The prompt shipment here of first quarter or first semester abstracts during the winter months again substantially reduced last minute pressures.

Next year, Journalism Abstracts will move to a new home after four years at The Ohio State School of Journalism. I would like to express a vote of appreciation to my faculty and staff for their recognition of the value of this publication and for their cheerful acceptance of inconveniences and increased work loads during its preparation.

For the fourth year a very special vote of thanks goes to Mrs. Ouita M. Tomlin, senior publication assistant, whose capable and conscientious efforts are, in large part, responsible for the almost error-free quality of the publication. She supervised all typing and compiled the tedious sub-indexes that make it possible for the reader to find desired topics quickly and with minimum effort. Assisting Mrs. Tomlin with the typing were Mrs. Harriet Allen, Mrs. Casey Elia, Miss Cherry Fahrenbruck and Mrs. Barbara Tilley.

Faculty members James D. Harless, Paul V. Peterson and Galen R. Rarick again provided invaluable assistance to the editor in indexing abstracts by subject matter, a chore that provokes sharp differences of opinion. F. T. Gaumer, also of the Journalism faculty, again supervised printing arrangements.

Ohio State is happy to be able again to render this service to AEJ colleagues. It is a minor contribution to journalism education, but we feel that it is an important one.

--W.E.H.
Columbus
August, 1975

ORGANIZATION

The abstracts are arranged in alphabetical order for doctoral dissertations first and then for master's theses.

An author index appears in the Table of Contents. A complete subject matter index begins on page 156. Numerals used in the subject matter index refer to the ABSTRACT NUMBERS which precede each abstract in the book and not to page numbers. This system allows eventual computerized automation of the indexing process.

OBTAINING COMPLETE STUDIES

Many of the doctoral dissertations described in this volume may be ordered on microfilm or in Xerox copies from University Microfilms, Inc., 300 North Zeeb Road, Ann Arbor, Michigan 48106.

Master's theses usually may be borrowed through the Inter-Library Loan Service from the university library in which they are shelved. Most large libraries will provide microfilm or Xerox copies on request.

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Ph.D. Dissertations

1

CITIZEN-GOVERNMENT COMMUNICATION IN THE CREATION OF A SANITARY DISTRICT IN WISCONSIN

Eric Alan Abbott, Ph.D.
University of Wisconsin, Madison, 1974
Adviser: Herman Felstehausen

This thesis examines the interactions among citizens and public officials in assembling information and making decisions about the organization and construction of a sanitary system in southern Wisconsin. Specifically examined are the rules and procedures generated by or imposed on the commissioners of the Consolidated Koshkonong Sanitary District (CKSD).

First, formal rules affecting the organization and functioning of sanitary districts were examined. A survey of state sanitary district laws was conducted to identify legal constraints on local activity. Also included was an analysis of effects of changes in population distribution, expanding bureaucratic influence, increasing technical and administrative complexity, and a system of law which substitutes published notices for personal notice.

Next, all homeowners in the Koshkonong district were surveyed by a mailed questionnaire to determine what they knew about the project, how they obtained information, and to what degree they were involved in decision-making activities. A content analysis of local newspapers was carried out to identify information available to citizens.

Finally, a two-year case study of the decision-making activities of the CKSD commissioners was conducted. Transactions of the commissioners were logged by subject and type, and similar cases were grouped. Repeated patterns of behavior allowed inferences to be made about the actual rules or procedures operating in each case.

Results indicated that the operation of the CKSD is contrary to the intent of Jeffersonian principles of maximum involvement and knowledge of citizens. Instead, technical and administrative processes exclude citizens from decision making. Reasons for this can be traced more to the host of state and federal regulations and technical standards which are required than to any deliberate intent on the part of local commissioners or officials to dominate the outcome. When local opportunities are constrained and shaped by outside regulatory bodies, genuine deliberation of alternatives does not occur. The case studies demonstrate the effects of these constraints.

Citizens in the Koshkonong district were not well informed about the project by usual communication channels such as newspapers, legal notices, or contact with friends. This was due partially to the lack of data appearing in mass media, but also was caused by the fact that more than half the owners use the area only on weekends or during the summer months. Year around owners received local papers, attended meetings and participated in community affairs much more than seasonal owners did. A direct mail letter was tested as one means of reaching local and out-of-state residents with district information. The letter was significantly more effective than any other information medium. Data are provided indicating use of various communication channels for a wide range of media.

Several implications are offered regarding the role of information in community control and decision making.

2

POST-DECISION SELECTIVE EXPOSURE TO THE MASS MEDIA

Paul Douglas Adams, Ph.D.
University of Texas, 1974
Adviser: Ernest A. Sharpe

Field research on selective exposure to mass communications generally has found that after making a decision, people seek information which supports their choice. In contrast, laboratory studies suggest that utility is the more important incentive for selectivity. Neither approach has attempted to confirm the assumption that post-decision selectivity actually changes from that before the choice. It was hypothesized that 1) the expected supportiveness of information from the mass media will be a stronger predictor than its utility, of differences in informa-

tion seeking before and after a decision, and 2) post-decision changes in information seeking will be greater among consonant, and less among dissonant, than among neutral media.

Senior students at two high schools in the central Texas area were surveyed midway during the school year, then undecided students reinterviewed one to two weeks before graduation. Measures were obtained of their expectations about mass media content relative to each decision alternative, and their decision-related exposure to each medium.

For hypothesis one differences in pre- and post-decision information seeking were predicted by multiple regression analyses in which independent variables were ratings of the utility and supportiveness of mass media information about the choice and the rejected alternatives. In hypothesis two individual changes in information seeking between consonant and neutral and dissonant and neutral media were compared separately.

3

A SCALE TO MEASURE ATTITUDE ON SOCIAL RESPONSIBILITY OF THE PRESS

Henry Alvah Anderson, Jr., Ph.D.
University of Texas, 1975
Adviser: Ernest A. Sharpe

The objective of the study was to contribute quantitative aspect to the Social Responsibility Theory of the Press which will make possible explanation and prediction of relationships between key elements of United States society and the news-opinion media. Thirty-one tenets pertaining to the relationships were isolated and categorized. Using these tenets, an attitude scale of 42 items on social responsibility of the press was developed. These Likert-type scale items were presented in a mailed questionnaire to two groups of daily newspaper city editors and two groups of commercial broadcast news directors. Analysis revealed the following factors: (1) Responsibility to Society, (2) Interaction, (3) Criticism of Media, (4) Government Participation, and (5) Service to Society. Responses by the newspaper groups produced the first four factors, while television responses produced the first, second and fifth factors. The scores of these news groups provide benchmarks for assessing media attitudes of other groups in the society.

4

INFLUENCES OF INTERPERSONAL COMMUNICATION AND OTHER PEER AND FAMILY VARIABLES ON CHANGE IN RELIGIOUS VALUES AND BEHAVIORS DURING COLLEGE

Lee B. Becker, Ph.D.
University of Wisconsin-Madison, 1974
Adviser: Jack M. McLeod

Research aimed at determining the impact of the college experience on students has produced evidence that departing students generally are more open-minded, less dogmatic, more religiously and politically liberal, and more intellectually oriented than those entering the institutions of higher learning. The research, however, is deficient in explaining why these changes take place.

Theorists studying change in college have generally relied on either a maturational or a social learning perspective. The maturationalists stress the importance of the individual in mediating change; the learning theorists look to the environment of the individual to understand change. The available literature suggests that peer influences are particularly important determinants of changes in the attitudes and behaviors of college students.

Research in family settings has shown the importance of the structural constraints of parent-child communication for understanding adolescent political activity and knowledge, academic performance, and media use. While the constraints in family communication have been found to result from the training given the child by the parents, similar constraints also could surface in peer group norms.

To test the power of peer group influences, a panel of students was studied at each of two institutions, one a small, religious, liberal arts college and the other a large, public institution. Freshmen and sophomores at the small college (n=95) completed questionnaires in the Fall of 1972 and

again a year later. Members of those two classes at the university (n=100) were interviewed in the Fall of 1971 and again two years later. The analyses focused on changes in religious beliefs and behaviors.

In the university sample changes in two religious variables were significantly predicted by three college peer variables: the communication norms of the individual's peer group, the diversity of the peer group communication relative to religion, and the peer group norms regarding church attendance. The religious variables were particularism, defined as the degree to which an individual believes that his or her own religious values and behaviors are of special worth in attaining some goal, and associational involvement, or the degree of participation by the individual in the formal gatherings of a church faithful. Both variables also showed significant aggregate shifts away from traditional religious positions during the time of the study. In the small college sample, only associational involvement was significantly predicted by the college peer variables; in addition, only involvement showed a significant aggregate shift during the time of the study. In both panels, differences in individual backgrounds were controlled; peer variables were better predictors of change than were family training and background variables.

Additional analyses showed that change in the behavior variable, involvement, seems to precede change in the belief variable, particularism. Changes in the two religious variables were found to be relatively independent of changes in beliefs about politics and family relationships.

The study offered support for continued examination of the specific influences of the college environment, with particular attention to peer settings and peer communication.

5

THE IDEA OF COMMUNICATION IN THE SOCIAL THOUGHT OF THE CHICAGO SCHOOL

Sheldon Lary Belman, Ph.D.

University of Illinois at Urbana-Champaign, 1974

Advisor: James W. Carey

This dissertation treats the idea of communication as developed within the social thought of the Chicago School. The relevant scholarship of four of its members--John Dewey, Charles Horton Cooley, Robert Ezra Park, and Ernest Watson Burgess--is examined to reveal the general intellectual perspective of the Chicago School on communication. This concept is found to be a central and pervasive feature of three problematics that dominate the scholarship of these representative individuals. These problematics are (i) a concern with human nature and the origin of human society, (ii) a concern with contemporary social change, and (iii) a concern with the nature of democracy and its viability in a modern setting. The theme of communication both as an interpersonal and technological process is found to provide a unity to the diversity of problems raised and solutions proposed within the intellectual perspective of the Chicago School.

An attempt is made to make sense of the inception and specific nature of these ideas about communication by setting their development within an historical account of the impact upon nineteenth century society of the novel forms of communication technology.

Summary Statement: The Chicago School's conception of communication is elucidated through an analysis of the relevant scholarship of Dewey, Cooley, Park, and Burgess. Their concern with and particular perspective on communication is partially accounted for through an historical analysis of nineteenth-century modernization and the role of new communications within it.

6

A PSYCHOLOGICAL APPROACH TO PREDICTION OF UTILIZATION OF HEALTH SERVICES AND DEVELOPMENT OF COMMUNICATIONS STRATEGIES

Melinda Thach Birchmore, Ph.D.

University of Illinois
Urbana-Champaign, 1974

Advisor: Martin Fishbein

Suggesting that current problems in delivery of health care may be investigated with communications theory approaches, this study applies Fishbein's model of behavioral intentions to outline differences in use of facilities in response to symptoms, and suggests guidelines for developing communications campaigns on the basis of consumer belief structures. The discussion points out that previous studies in this area have shown little consistency in theoretical basis and methodology. Moreover, such studies generally yield little information about the "non-consumer" of health care.

Using a sample of community women, data on intentions to use the alternative sources of health care in the community for various symptoms were obtained. In addition, measures of respondents' attitudes and normative beliefs about using these facilities under these circumstances were obtained, as well as beliefs about these facilities and symptoms and demographic information.

It was found that intentions could be predicted from measurement of attitudes and normative beliefs. Generally, normative beliefs appeared to be more important in determining intention. However, some variance due to facility and symptom was found. Generally, intentions to use facilities were dependent on the respondent's choice of and usual source of care. As expected, respondents' intentions changed with the nature of symptoms, suggesting the utility of employing generic act criteria, where engaging in any of several acts satisfied the generic criterion.

On the basis of the descriptive study of differences in intention, a second survey was conducted to demonstrate the further use of the Fishbein approach in developing a basis for understanding why people differ in intentions and ultimately health behavior. Using beliefs about facilities elicited in the first survey, two types of facilities were discussed. Subjects were asked about the probabilities of several consequences occurring as a result of using a private practitioner or using a large clinic type of facility. This was felt to be a comparison of especial interest, since it reflects on changing trends in the health care system.

It was found that respondents who used the source of care regularly tended to assign higher probability that favorable consequences would result from using their usual source of care than would result from using the other source of care. It is suggested that a communications campaign might be developed on the basis of such information as differences in belief structure of users and non-users of a particular source of care, and at the same time may suggest areas where change may be needed in the delivery system.

The results of this study are based on a theoretical model which has previously been shown to have widespread applicability. The implications for research in health care are that, insofar as utilization is under volitional control, the use of a cognitive, psychologically based model may provide for effective prediction of behavior. This study also lends support to the use of such an approach in developing communications campaigns, as it is based on community data relative to a problem of current social interest.

7

AN INTENSIVE STUDY OF PERCEPTIONS OF NEWS AND OBJECTIVITY OF SIXTY TELEGRAPH EDITORS

John Harold Boyer, Ph.D.

University of Missouri, 1975

Adviser: Earl F. English

An understanding of the editor is critical to the understanding of how and why news is selected.

Three strategies have marked the study of the work of the editor: (1) content analysis of editor output using pre-set categories, (2) monitoring editor output and noting what is run in an attempt to infer his sys-

tem, (3) sorting of stories along pre-judged criteria, such as impact, conflict, significance, etc.

All three systems have weaknesses; content analysis assumes that it is the subject of a story that draws editor attention; monitoring assumes the output is a clue to the meaning of the input of graded assumptions.

With these concerns in mind, this study was planned. Rank-ordering seemed to be the activity most similar to the work of the editor, so Q-sorting, a method developed by Prof. William Stephenson of the University of Missouri, was used to observe editor news behavior; sixty news leads were rank-ordered by editors. The leads were developed through random selection from the entire output of the Associated Press state and trunk wires for Ohio for May 9 and June 6, 1973, dates chosen randomly. Of the 1,368 stories left after advisories, market listings, box scores, etc., were removed, a random sample of 60 stories was taken. Leads of the 60 stories were converted into sorting decks and presented to the panel of telegraph editors.

P-factoring, using Van Tubergan's QUANAL computer program, produced, in addition to editor types for news and objectivity, consensus most and least news and objective leads, was utilized.

Leads were joined to their stories and submitted to the same panel of editors for Semantic Differential testing. Definitions of news and objectivity obtained from editors were converted to Likert-like tests and submitted to editors for a third test. All three tests were factored on both R and P conditions by the QUANAL program. The P-factoring was done to permit identification of all editors across types so that archetypes might be identified and described.

Three types of editors were defined by this study as archetypes: (1) The conservative sees news and objectivity as stable and potent on Semantic Differential scales and is deliberate in decision-making. He is event and public-oriented, and sees himself as selecting "news" not creating it. He values objectivity as a rule of conduct, sees it as absolute, easily defined in terms of balance and fairness. He sees controversy as dichotomous and distrusts interpretation as intrusions of bias. He believes that the news routine is self-correcting, thinking news exists as its own reality, a social benefit of his job. His most significant demographic factor is newspaper size.

The second editor type sees his highest-rated news stories as potent, but rates low news stories as low in stability, as well as potency. He is more public-minded, selecting news on the basis of effect on his readers. He defines objectivity as lack of bias, asking for balance and fairness but accepts interpretation or analysis, as long as the reporter is consciously unprejudiced. These editors tended to be older and have more college journalism education.

The third editor type sees news as potent and only moderately active on Semantic Differential scales. He expresses news value in terms of effect on his reader. Objectivity is an unattainable goal.

He is more relativistic on objectivity than either of the other types; he is younger, has less time on the job, has more journalism training and works for a smaller newspaper.

There was a significant negative correlation between the Q-sorting means for each statement between news and objectivity. ($r = -.41258$). The Semantic Differential tests across the four stories resulted in positive and significant correlation between most news and least objective ($r = +.69212$). Only one other correlation was significant at the .05 level, that between news and non-news ($r = -.30335$), considerably lower than conventional wisdom would have set it.

8

THE MEDIATING EFFECT OF THE INTERVENTION POTENTIAL OF COMMUNICATIONS ON MOTIVATED AGGRESSIVENESS

Jennings Bryant, Jr., Ph.D.
Indiana University, 1974
Adviser: Dolf Zillman

The function of the media of mass communication in diverting an aggravated individual's attention from his acute emotional state has often been asserted. However, the psy-

chological mechanisms operative in this diversion process and the nature of communications which can best achieve the mitigation of such noxious states has received little investigation. It is proposed that a communication's cognitive intervention potential, that is, the degree to which a communication attracts an emotionally aroused viewer's attention and involves him cognitively, is a critical variable in determining the effectiveness of communications in enabling an individual to escape such a vexing state.

It is assumed that without intervention from communications or other environmental stimuli, the provoked individual will entertain arousal-maintaining cognitions relating to his disturbances for some time. However, cognitively involving communications are assumed to interrupt, at least somewhat, this anger rehearsal, with more cognitively involving communications functioning more effectively in intervening in arousal-maintaining, provocation-related cognitions. Therefore, employing the reasoning of excitation-transfer theory, which predicts that level of aggressiveness is a direct function of the misattributed residual excitation at the time of retaliation, an inverse linear relationship is expected between the magnitude of a communication's cognitive intervention potential and the extent of aggressive behavior displayed by a person exposed to communication after provocation. These predictions undergo modification in one instance, however. It is expected that exposure to communications depicting aggressive interchanges reinstates the annoyance associated with an instigating experience. Therefore, aggressive stimuli are predicted to lower aggression less than equally cognitively involving, nonaggressive stimuli.

In the present investigation subjects were first instigated, then exposed to one of six pretested communications differentiated in cognitive intervention potential, and, finally, given opportunities to aggress. The six communications represented a four-level differentiation in cognitive intervention potential (minimal, low, moderate, high). At the moderate level, a humorous vs. nonhumorous content differentiation was included in order to determine the effect of exposure to communications which could potentially evoke an emotional state incompatible with the state of anger. An aggressive and a nonaggressive communication were included at the high intervention level, to test the prediction relating to the anger-reiteration potential of aggression-depicting communications.

Two dependent measures of aggression were employed: a measure of direct retaliation and a measure of displaced aggressiveness. Additionally, measures of excitation were employed in order to facilitate theoretical interpretation of the findings.

The data, analyzed in a one-factor design, yielded a significant effect for communication conditions on all dependent measures of aggressiveness. It was found that increments in cognitive intervention potential associated with the communication yielded decrements in level of excitation, with the exception of the changes associated with the aggressive, yet highly involving, stimulus, which yielded changes similar to those of the minimal-intervention stimulus. Motivated aggressiveness, in turn was modified as a function of the residual arousal present at the times of aggressiveness.

The findings were interpreted as consistent with the reasoning on the aggression-modifying effect of the cognitive intervention potential of communications, in conjunction with the reasoning on the anger-reiterating potential of aggression-depicting communications.

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THE SOCIAL LEARNING OF AGGRESSION THROUGH EXPOSURE TO A MODEL'S EMOTIONAL EXPRESSIONS CONTINGENT UPON HIS PERFORMANCE OF AGGRESSIVE ACTS

Joanne R. Cantor, Ph.D.
Indiana University, 1974
Adviser: Dolf Zillmann

An experiment was conducted to assess the effects of variations in a model's emotional expressions on the tendency to imitate his behavior. Elementary school boys were exposed to one of three versions of a videotape depicting a model performing a series of aggressive and benevolent responses. Whereas the model always responded neutrally upon

performing benevolent responses, the three different versions of the videotape depicted the model responding euphorically, neutrally or dysphorically upon performing aggressive responses. As a generalization from Bandura's social learning theory, it was expected that the model's euphoria would enhance imitative aggressiveness and the model's dysphoria would reduce it. The modeled aggressive response consisted of the delivery of noxious stimulation (shock) to a laboratory rat, and the modeled benevolent response consisted of purportedly pleasant stimulation (brain stimulation). Counter to expectations, imitative aggressiveness was higher when the model was perceived by the subject as responding either euphorically or dysphorically while aggressing than when he was perceived as responding neutrally. The findings were interpreted as a result of the ability of intense emotions to attract attention and induce curiosity toward contiguous behaviors. Implications for the effects of the mass media were discussed.

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THE PUBLIC INFORMATION FUNCTION OF THE FEDERAL COMMUNICATIONS COMMISSION

Glenna Gail Crotts, Ph.D.
University of Illinois, Urbana-Champaign, 1974
Adviser: Edward F. Douglass

Congress has always been aware of the important role that public information must play in effective public administration. However, Congress has remained chary of government units which would use their public information activities; principally to build a large measure of public acceptance for the unit, that is, to build little impregnable empires. A review of the passage of the Interstate Commerce Act of 1887 and the Radio Act of 1927, leading up to passage of the Communications Act of 1934 establishing the Federal Communications Commission (FCC), reveals concern for the role that public information would play in the regulatory process. However, broadcast regulation was different from the regulation of other industries because broadcasters themselves asked for regulation, not outraged public groups. Congressional intent with regard to the FCC's public information activities, consequently, was different. Public information was no longer viewed simply as a sanction against "evils" of the industry.

Although Congress did not specify the exact nature of the public information function of the FCC, there are provisions in the Communications Act of 1934 which give to the Commission great latitude to engage in public information activities. The way in which these provisions have historically been interpreted and operationalized by the FCC has been generally consistent with the Commission's view of the role of the public in the regulatory process. For the first 32 years of the FCC's life, the listening and viewing public did not have legal standing before the Commission. The 1966 WLBT decision by the Circuit Court of Appeals of the District of Columbia gave standing to the public, stating that it was no longer a valid assumption that the Commission represents the public interest in a proceeding; the public itself must be allowed, in fact encouraged, to represent its own interests.

A review of the current public information activities engaged in by not only the Office of Public Information of the FCC, but other offices and divisions of the Commission as well, reveals the narrow interpretation that the FCC has made of the provisions in the enacting legislation relating to public information. Some changes have occurred in response to the WLBT decision and the consumer movement which began in the late 1960's. However, the extent to which the FCC institutionalizes the means whereby the public can be kept informed (and thereby effectively participate in the regulatory process) must, however, take into consideration the political milieu in which the FCC operates. Other "regulators" of broadcasting -- namely, Congress, the Executive, the broadcast industry, the courts and the public -- will always have a determining effect upon the posture of regulation and, thereby, the extent to which the FCC extends regulatory activity to the public via its informational activities.

Summary: Congressional mandates regarding the public information function of the FCC as it pertains to broadcast regulation give to the Commission great latitude. Traditionally,

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the limiting factor has been the public's role in the regulatory process. The 1966 WLBT court decision giving the public legal standing before the FCC has resulted in some changes; however, the political milieu in which the FCC must operate will always be a determing factor in the extent to which the FCC institutionalizes means whereby the public can be kept informed, and thereby, participate in broadcast regulation.

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NEWSPAPERS AND THEIR AUDIENCE:
A SYSTEMS APPROACH TO THE STUDY
OF LOW-INCOME READERS

James P. Crow, Ph.D.
The University of Iowa, 1974
Adviser: Albert D. Talbott

This study was concerned with the ways 18 low-income urban adults related to a sample of 40 news stories about low-income topics.

The sample persons were all from the same city and consisted of three each Spanish-American, black and white men and women. Except for income-level, sex and ethnicity, the person varied in many aspects, e.g., age, education, employment, size of family social participation, media behavior, etc.

Each of the 18 persons sorted the same 40 news items twice. First they sorted the items from those considered most interesting (would read more of) to those considered least interesting (would not read more of). In a second sort, the persons rated the items from those they considered most useful (meaningful, relevant) to those considered least useful. In each sort the persons were told to rate the items to themselves personally.

Each of the 40 news items contained a structured story characterization made up of three facets, each facet consisting of two elements. The facets and their respective elements were We-They Orientation (we-they), Time Orientation (present-future) and Style of Presentation (personal-depersonal). This comprised a 2x2x2 structure requiring eight news stories to represent all possible combinations of the six elements. Five stories drawn from actual news stories were written for each three-element combination possible.

The facets were defined in terms of the general or major thrust of the story as a whole. The "We" element defined a story presented from the perspective of the low-income population, a "They" story was from the perspective or emphasis of the non-low-income population.

The "Personal" facet emphasized a humanistic thrust focusing on people as people, whereas the "Depersonal" element focused on a factual account minimizing the human element. "Present" and "Future" elements merely related to the time factor emphasized.

The low-income sample persons compared all the 40 stories and assigned them to their relative positions from most interesting-useful to least interesting-useful. This rating of the stories was designed to approximate the theoretical communicative and adaptive processes of the persons in their community environment. Interest was used as an indicator of the "take-into-account" aspects of that environment, and utility was used as an indicator of the adaptive or coping aspects in that community environment.

William Stephenson's Q-methodology was the principal research instrument. A major objective of the study was to ascertain "types" of low-income persons by the way they related to the news story characterizations, and through factor analysis, Q yields typologies of persons.

The Q-analysis pointed out in what ways members of the low-income persons agreed and differed in their "interest" and "utility" sorting patterns in terms of the facet element combinations and the actual news items.

Four factors (types of persons) emerged in the interest sort and three factors emerged in the utility sort, one factor being bi-polar.

In the final analysis, four typal story arrays were constructed for each of the two sorts. Each story in each array was ranked from most to least interesting-useful according to z-scores computed for each of the 40 items in each array.

The findings showed that despite a high

degree of economic similarity, the low-income person differed rather distinctly in the ways they related to the stories, both in terms of interest and utility. The data essentially showed that sex and ethnicity when used individually were not major indicators of the ways the persons related to the interest or utility of the items. There was a very slight indication of association when sex and ethnicity were combined, but it was not pronounced.

The analysis showed that the news story facets and elements were descriptive of the typal arrays within the types of persons and among the typal arrays of types of persons in both the interest and utility sorts.

The facets were most descriptive and differentiating in combinations of elements from all three facets, slightly less so when used in pairs, but were virtually of no value when examined singly.

The matching of types between the two sorts was limited. In general, there were differences between the ways the persons sorted the interest and utility sorts, and where similarities did occur the relationship was only very moderate.

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ONITSHA PAMPHLETS:
CULTURE IN THE MARKETPLACE

Don Charles Dodson, Ph.D.
University of Wisconsin-Madison, 1974
Adviser: William A. Hachten

This study traces the historical development and structure of pamphleteering in Onitsha, a major commercial center in eastern Nigeria. The pamphlets, often referred to as Onitsha market literature, include love stories, handbooks of advice, and political dramas. Titles like Beautiful Maria in the Act of True Love, How to Write Better Letters, Applications and Business Letters, and The Bitterness of Politics are typical.

Field research in eastern Nigeria was conducted from May to December 1971. The research included interviews with 23 publishers, 28 printers, and 15 writers. It also included two pilot surveys of 61 mail order customers of the publishers and 131 readers in Onitsha.

Many of the questions asked in the research stemmed from an effort to distinguish popular culture from mass culture. Popular culture was defined as a form in which the artist's direct contact with his audience is more important than the role of the entrepreneur. Mass culture, on the other hand, is a form in which the entrepreneurial role becomes paramount.

The immediate roots of Onitsha market literature lay in the 1940's when pamphlets by Nigerian authors began to appear in such cities as Aba and Lagos. Many pamphlets appeared in Onitsha during the 1950's as education spread and many printing presses were founded there. Although some entrepreneurs became publishers, most pamphlets were brought out independently by authors who paid printing costs themselves. With the establishment of many shops and market stalls selling books, the commercial structure of pamphleteering hardened. Since bookselling was a seasonal business based on the sale of school texts, book traders began to publish pamphlets to sell throughout the year. These publishers, most of whom started publishing in 1960 or soon afterwards, released several hundred titles in the 1960's and quickly dominated pamphleteering in Onitsha. The Nigerian civil war, which lasted from July 1967 to January 1970, interrupted the production of pamphlets. By 1971, however, pamphleteering had revived on a smaller scale.

The pivotal figures in Onitsha market literature were the publishers. Seven booksellers, who were linked by friendships and other ties, prevailed over competing publishers in 1971. These men bought manuscripts from writers for prices usually ranging from £3 to £20. Making whatever changes they wanted in the manuscripts (sometimes even claiming credit for authorship), the publishers paid printers to produce several thousand copies. They then sold the pamphlets to vendors, who distributed them throughout Nigeria.

The people who bought pamphlets were typically schoolboys or traders who had completed primary school. They had high aspirations and used the pamphlets for both entertainment and advice. Many of them said read-

ing pamphlets had changed their ideas or behavior.

The publishers were more similar in amount of education to the readers than the authors were. Most of the writers interviewed were professional journalists who had completed several years of secondary school. Some of them were university students either during or after their pamphleteering days. The publishers tried to keep these authors down to earth either by directing them in what to write or by simplifying and sensationalizing their manuscripts after purchase. Successful pamphlets were imitated over and over by competing publishers. Such imitativeness, coupled with the publisher's ultimate control over the product, tended to turn literary conventions into commercial formulas.

The central position of the publisher as entrepreneur displaced authorial independence and threatened to establish Onitsha market literature as a form of mass culture rather than popular culture.

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DOGMATISM, SELF-ESTEEM, AND NEWS INTERESTS

William D. Downs, Jr., Ph.D.
University of Missouri, 1975
Adviser: Keith P. Sanders

A study was made to determine the relationships among high/low dogmatism, high/low self-esteem, and relative interests in certain types of news. Fifty-six news summaries were classified by an independent panel into four primary categories: racially pleasant, racially unpleasant, non-racially pleasant, and non-racially unpleasant. The summaries were further divided into 14 categories: national, foreign affairs (involving the United States government), state, local, religion, education, sports and leisure, editorials and columns, entertainment, science and health, economic activity, social problems, human interest, and foreign news not involving the United States.

The 95 subjects in the study include a diverse cross-section of the community in terms of age, race, marital status, occupation, education, sex, income, and church preference. All subjects were asked to (1) complete a demographic information form and a dogmatism/self-esteem index and (2) Q-sort the 56 statements on an 11-point continuum. The date from the 95 Q-sorts were used to calculate a 95 x 95 matrix of correlation among the subjects. Two-way analysis of variance of responses from all 95 of the original subjects studied the main effects and interaction of (1) dogmatism x pleasantness/unpleasantness, (2) dogmatism x racialness/non-racialness, (3) self-esteem x pleasantness/unpleasantness, and (4) self-esteem x racialness/non-racialness. Principal components factoring and varimax rotation produced a six-factor solution in which 68 of the original 95 subjects were found to have factor loadings of at least ±.40. These six Q-factors were identified as (1) The White Racist, (2) The Concerned Local, (3) The Brooding Bigot, (4) The Civic-minded Matron, (5) The Worried Wage Earner, and (6) The Black Racist.

The news interests of each reader type (Q-factor) was described and compared with those of all others. In addition to the 95 subjects, members of the editorial staff of the Arkansas Gazette were asked to complete the demographic form, the dogmatism/self-esteem index, and to Q-sort the 56 statements according to their perception of reader interests.

It was found in the study of all 95 subjects that readers preferred non-racial stories to racial stories and unpleasant news to pleasant news. It was also found that non-racially unpleasant news was preferred significantly more than racially pleasant stories. In addition, the study revealed that the more dogmatic a person is, the lower will be his self-esteem. Conversely, the less dogmatic a person is, the higher will be his self-esteem. No significant difference, however, was found to exist among high/low dogmatism, high/low self-esteem, and interest in racially unpleasant news; although persons of high dogmatism/low self-esteem appeared to be more interested in non-racially unpleasant news than persons of medium or low dogmatism. Finally, it was found that persons of high dogmatism and low self-esteem were more interested in non-racially unpleasant news than

they were in racially unpleasant news.

The Gazette staff members closely perceived the news interests of their readers, varying significantly on only four of the 14 news categories. Three of these four involve differences with Type Six, The Black Racist.

The study was carried out in Arkadelphia, Arkansas, during the summer of 1973.

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REPORTER-SOURCE ORIENTATION, SOURCE ATTRACTION, TOPIC IMPORTANCE, AND REPORTER INFORMATION-SEEKING BEHAVIOR

Edna F. Einsiedel, Ph.D.

Indiana University, 1975

Adviser: G. Cleveland Wilhoit, Jr.

Behavioral research suggests that communication between two individuals is affected by such factors as their orientation to a topic, the importance of the topic, and interpersonal attraction. Most of these studies, however, were conducted within a discussion setting. The question arises: Are such factors operative in an information-seeking context such as an interview?

If one assumes that questions can provide as well as seek information and that questions may indicate the attitudes and perceptions of an interviewer, then there should be little difference between information-seeking and discussion contexts. The reporting situation, however, involves a norm of objectivity which may prevail over the factors mentioned earlier. This experiment tested the effects of three variables -- reporter-source orientation, source attraction, and topic importance -- on reportorial information-seeking.

Method. In a 2 x 2 x 2 independent measure experimental design, the reporter's attraction to a source (like or dislike) was varied factorially with reporter-source orientation (agree or disagree) and the importance of the topic for the reporter (high or low).

Eighty journalism reporting students were asked to assume the role of reporters assigned to prepare a set of interview questions they would ask a source about an issue involving the use of firearms by campus police officers. Source attraction was manipulated by a background sheet portraying the source to half the subjects as being "warm and friendly" (like condition) and "cold and hostile" (dislike condition) to the other half. Subjects selected themselves into conditions of high or low importance by their ratings of the degree of importance the issue had for them. Their orientation with the source was obtained by asking them to indicate whether they believed that campus police should carry firearms.

Dependent measures used in the study were the imbalance of negative questions asked, as measured by the coefficient of imbalance, and the frequency of questions asked.

Results. Results showed that a significantly greater number of questions were asked by (1) those who disagreed with the source; (2) those who disliked the source; and (3) those who considered the topic of high importance. An analysis of the mean coefficients of imbalance yielded expected differences only on the orientation variable. Those who disagreed with the source were less favorable in their questions than those who agreed.

The findings were consistent with those of earlier studies depicting changes in communication behavior as a result of variables similar to those in this study. This experiment suggests than in interview settings, reporters may communicate through their questions their perceptions of sources and issues. The practical implications of this experiment for professional journalists and reporting teachers are that they should caution young reporters about these possible sources of bias in the journalistic interview.

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THE COLLEGE NEWSPAPER PRESS:
AN ANALYSIS OF ITS DEVELOPMENT
SINCE 1968 IN FOUR DIMENSIONAL AREAS

George Paul Evans, Ph.D.
Syracuse University, 1975
Adviser: Henry F. Schulte

The purpose of this dissertation was to analyze four dimensional areas of the college newspaper press--scope and function, legal control, business organization, and news and editorial content-from 1968 to the beginning of the 1974-1975 academic year. The methodology took the form of a necessary illumination of the literature and other secondary investigation, an evaluation of the news and editorial content in a selected number of college newspapers, and a field survey of student editors, college presidents and faculty advisers (or their representatives).

The study was limited to four-year American colleges and universities. The analysis of date considered enrollment, daily or weekly publication and whether the institution was public or private in its control.

Control analysis findings suggests that college newspapers are student oriented and confine their coverage largely to the campus. Weeklies offer more depth reports than the dailies, most favoring on-campus events. But the college press is also shown to have a concern for such special issues as inflation and ecology. Generally, the news story, not the editorial, is the college newspaper's chief commodity.

Significant is that there are content differences among three types of newspapers. These newspapers are Type 1 (editorially, financially and legally dependent), Type 2 (editorially, independent, financially and legally dependent), and Type 3 (editorially, financially and legally independent). The Type 1 paper can be described as a bulletin-board, often top heavy with administrative news. Type 3, still in its infancy, is shown as searching for an on/off-campus balance, perhaps because of advertising needs or previous experiences on the campus. The Type 2 publication is one that is shown as a coalescence of the other two in both news and non-news endeavors.

Many public and private college newspapers hold a greater degree of press freedom for 1974 than some claim for the '60s. In part, this may be attributed to court decisions applying the First Amendment to the campus press and encouraging recognition of student rights. For sure, editors, presidents and advisers indicate that more authority in determining editorial policy is now in the hands of the student staff.

Public and private respondents agree that the most important functions of their papers are to report campus news and provide a forum for the expression of ideas and opinions. Promoting campus activities no longer is the primary focus of many college newspapers. Recruitment of the staff and financing remain as the two most important problems.

The financially-independent newspaper (Type 3) is not common on the public or private campus. Respondents suggest it may be good in principle but not in practice since it can create hardships in advertising, staffing and general newspaper quality. Student editors favor Type 2 plans whereby they have a degree of editorial freedom and do not have to worry about raising revenues. The Type 2 newspaper is the most prevalent on the American campus today.

The majority of respondents liken their papers to commercial community papers and not to journals of opinion. They consider their papers critical and skeptical and not abrasive or dissident.

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LOGICAL AND PSYCHO-LOGICAL THEORIES
OF SEMANTIC CODING IN REASONING

Patrice Lynne French, Ph.D.
University of Illinois
Urbana-Champaign, 1974
Advisor: C. E. Osgood

It has been repeatedly shown that three-term series problems (e.g., "If Bill is taller than Sam and Carl is taller than Bill, who is the tallest?") with unmarked comparatives (such as taller, higher, better, etc.) are solved more quickly than otherwise identical problems using their opposites (short-

er, lower, worse). H. Clark's Principle of Linguistic Marking asserts that this asymetry in solution latency is a product of a simpler semantic featural coding of the unmarked adjective is always the more affectively positive of the unmarked-marked pair, Osgood's Psycho-logical Theory of Meaning attributes this result to the greater positive affect of the unmarked adjective. The research presented in this dissertation demonstrates the effect of both Liguistic Marking and affect upon solution time. In addition, particular cognitive strategies specific to three-term series problem solution are also demonstrated to be important variables.

Summary:

Logical and Psycho-logical theories of semantic coding are contrasted via three-term series problem experiments. Evidence is presented that logical features are not sufficient to account for the obtained results. It is shown that Osgood's more general laws of cognitive dynamics together with cognitive strategies specific to three-term series problem solution are also important variables.

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MASS COMMUNICATIONS AND DEVELOPMENT: AN EXPLORATION IN CAUSAL RELATIONSHIPS

Romeo H. Gecolea, Ph.D.
University of Wisconsin, 1974
Adviser: R. Powers

This study attempted to uncover causal relationships between mass communications development and modernization. Recognizing the difficulties of empirically demonstrating causality between two variables, the notion of "cause" has been used here in a very restricted sense. Inferences about probable causal relationships were essentially based on the reasoning that given two variables suspected to be causally related, the variable whose values change earlier in time than those of the other is likely to be the causal variable: conversely, the variable where changes in value occur later could not have been the causal variable and is thus more probably the consequent variable. Aggregate country-level data at various time points were therefore subjected to cross-lagged correlation analysis to obtain indications of temporal sequencing between pairs of variables consisting of a media availability indicator and a development indicator. The media indicators used were daily newspaper circulation, number of radio sets, and number of television sets -- all calculated per thousand population. The development indicators consisted of GNP per capita, energy consumption per capita, and primary and secondary school enrollment ratio.

Countries were categorized into Underdeveloped, Transitional, and Developed on the basis of cut-off points along each development indicator.

Three general propositions were tested, as follows:

I. Causal relationships exist between mass communication and overall national development.

II. The direction of causation varies according to a country's level of development.

III. The direction of causation also varies according to mass medium.

The data generally supported these propositions.

Also tested were nine hypotheses representing refinements of the general propositions. These hypotheses essentially predict that the mass media indicators would emerge as the causal variables for developed countries, while the development indicators would constitute the causal variables for underdeveloped nations. Exceptions to these general causal patterns were anticipated for radio and television. It was hypothesized that radio would be a cause of development regardless of country type because it overcomes the barriers of illiteracy and low income. On the other hand, television was hypothesized to be a consequence of development because of the large investments and technological sophistication it requires regardless of country type.

The findings should be taken only as gross estimates of whatever causal processess may be actually occurring. Nonetheless, the more obvious and stable patterns appear to justify a number of conclusions and policy implications.

Our findings tend to confirm the claim that mass communications development is

functionally related to modernization. Of the more than 100 pairings of media and development indicators across different time periods and country types, the overwhelming majority yielded significant and probably nonspurious development-to-mass medium, mass medium-to-development, or reciprocal causal relationships.

However, the role that mass communications play in development is by no means a simple one. In some cases, the media appear crucial to development, serving either as a cause of, or else reciprocating with, modernization. In others, the media seem unimportant; they are either unrelated to, or else, merely follow, fluctuations in levels of development, turning up as consequence rather than cause.

That radio should emerge as about the only promising mass medium in the poorer countries will probably bring on a sense of disappointment, if not outraged disagreement, among some students of development communications. It should be pointed out, however, that what this study attempted to uncover are historical patterns. Because they occurred in the past gives us some confidence -- but is no guarantee -- that these processes will repeat themselves; it is quite conceivable that outcomes may differ if serious efforts at directed change are undertaken.

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THE VISIBLE SCIENTISTS

Rae Goodell, Ph.D.
Stanford University, 1975
Adviser: William L. Rivers

A large amount of news on science-related topics is based on the statements and actions of a relatively small number of scientists. At the tip of the iceberg, a few scientists appear frequently in the media and become known to the general public--the "visible" scientists.

This dissertation examined the role of these important visible scientists in our society, particularly (1) the processes by which certain few scientists attain visibility, (2) their characteristics, (3) their effects on news about science (4) their relationship to the rest of the scientific community, and (5) their influence on public understanding of science and science policy.

Since the visible scientists as a group have not been the subject of previous research, the study was an exploratory one. Case studies were conducted on 8 highly visible scientists: Isaac Asimov, Barry Commoner, Paul Ehrlich, Margaret Mead, Linus Pauling, Glenn Seaborg, William Shockley, and B. F. Skinner. Twenty other visible scientists were also studied in detail, and an additional 25 were examined for biographical characteristics.

The scientists were selected for study on the basis of information provided by a panel of science news experts (August 1972), supplemented by a survey of 264 college students in 11 universities (March 1973).

After extensive archival research, interviews were conducted with each of the 8 case subjects and an average of five professional and personal acquaintances. Also, 15 other visible scientists were interviewed, and 30 science reporters and other science news experts, for a total of 95 interviews.

The study showed today's visible scientists to be an unusual group, known not for their research discoveries, or for popularizing science, or for influential positions in Washington, but for their public involvement in politics and controversy. Aggressively taking advantage of the new communications media, they seek to influence people and policy on science-related issues--energy, population, environment, education, war.

The public involvement of today's visible scientists in policy issues sets them apart not only from typical visible scientists of the past, but also from most of their colleagues today. While scientists have traditionally used elite, government channels to influence policy, visible scientists are taking issues directly to the public arena. They are defying old standards of scientific conduct, and fashioning their own rules of social responsibility.

In spite of their maverick status, visible scientists are not subject to as many reprisals from the scientific community as might be expected. While criticism is severe, the visible scientists have their own forms

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of protection and satisfaction to compensate for their lack of acceptance among traditional scientists.

The visible scientists are innovative, and their scientific work is often as controversial as their public activities, but their research is usually considered to be at the "cutting edge," reputable, and important.

The media have a strong vote in determining who becomes visible. The press selects out for publicity those scientists who are highly articulate, who have an interesting or controversial topic, and who can present their ideas with dramatic flair. The visible scientists also tend to be highly cooperative with the press, and remarkably tolerant of the press's weaknesses.

The visible scientists are, then, those who are adapting to changes taking place in the media, in science, and in society, in order to meet the public's need for scientific input on the important issues of the day. In the process, they may well be changing the public's image of the credibility and function of science. But since the public has always been ambivalent toward science, the change could well be for the better.

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THE INFORMATION EMPIRE:
A HISTORY OF THE LOS ANGELES TIMES FROM THE ERA OF PERSONAL JOURNALISM TO THE ADVENT OF THE MULTI-MEDIA COMMUNICATIONS CORPORATION

Jack Robert Hart, Ph.D.

University of Wisconsin-Madison, 1975

Advisers: Harold L. Nelson
and William B. Blankenburg

Shortly after the 1881 founding of the Los Angeles Times, Harrison Gray Otis assumed the publishership and established a dynastic line that would still control the newspaper in the mid-1970s. Otis typified the era's personal journalism. Primitive newspaper production technology, a small and ideologically distinct audience, and a small Times production staff allowed the publisher to express his personal outlook throughout the paper. Otis' bellicose opposition to organized labor led to his most lasting legacy--the Times' subsequent freedom from labor-based opposition to the new production technology of the mid-twentieth century.

Through the 1940s, the Times retained a conservative political outlook that critics claimed often tainted the content of the news columns. The relatively small size and central-city focus of the newspaper's market encouraged provincial news judgments. The Times depended almost exclusively on wire service coverage of national and international affairs.

The impact of World War II on the Southern California region profoundly altered the structure of the Times and its parent firm, the Times Mirror Corporation. Otis Chandler, representing the fourth generation of the dynasty founded by Harrison Gray Otis, assumed the publishership in 1960--a period during which the newspaper's market expanded to encompass an increasingly cosmopolitan, affluent, and well-educated audience. In 1962 the number of competing Los Angeles metropolitan dailies declined from four to two and the Times' only remaining competitor, Hearst's Herald-Examiner, subsequently suffered rapidly declining circulation and advertising revenues. Times editors expanded the paper's appeal by softening the political slant of the news columns, broadening coverage to include topics of region-wide interest, de-emphasizing central-city news, increasing the news staff's interpretative function, and building a large team of foreign and national correspondents. Continued revenue and profit growth through the 1960s permitted regular additions to the size and quality of the news staff. By the end of the decade, the Times had moved from a position of national journalistic disrepute to widespread recognition as one of the nation's quality dailies.

During the same period Otis Chandler's father, Norman Chandler, directed a major Times Mirror diversification. By the mid-1970s, the firm consisted of more than thirty subsidiary companies, most involved in media operations. The increased scope of Times Mirror activities sparked fears that consolidated ownership would lead to reduced diversity in the national information marketplace and conflict of interest in news judgments exercised within the various corporate subsidiaries.

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In fact, the study revealed no significant evidence that the change in ownership structure adversely affected performance of the media subsidiaries. Professionalism among management and staff, a decentralized corporate structure that discouraged central control over subsidiary operational decisions, and continued strength of newspaper and other news media management within the overall corporate structure tended to thwart isolated attempts to subvert the independent judgment of news professionals.

Increased Los Angeles Times news-gathering activity and Times Mirror diversification were structurally related developments. Both resulted in part from management fears of declining newspaper strength in competition with newer news media. In addition, the demands of sophisticated new newspaper production technologies increased the need for long-range planning and heavy capital investment, thus encouraging growth in the scale of operations at both the newspaper and its parent firm. Nationwide, similar pressures resulted in the emergence of several large and expanding, publicly held, and management controlled communications corporations. Such firms were similar in structure to Times Mirror and posed no significant threat to the free flow of information. The unregulated expansion of predominately non-media corporations into the information processing field would constitute a more serious threat.

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CHILDREN'S ACQUISITION OF CURRENT EVENTS INFORMATION IN THE CONTEXT OF FAMILY, PEERS, MEDIA USE, AND PRE-EXISTING ATTITUDES

Robert Parker Hawkins, Ph.D.
Stanford University, 1974
Adviser: Donald F. Roberts

The process of socialization, by which a child comes to know and do those things that are expected of an adult member of his or her society, obviously involves a complex of actors and processes, many, many small accomplishments, and years of interaction with other people. Out of all this complexity, however, the central fact about socialization is that what the child so slowly comes to know has been known all along by others with whom she or he comes in contact.

Thus, the overall transfer of knowledge may be conceived of as a flow of information from adult sources to the child. In order to reach the child and produce some result in his or her developing image of the world, such a socialization message must first pass through both the environmental patterns around the child and the child's own learning strategies and activities, both of which may block or alter the message. Finally, what the child does with a socialization message depends in large part upon what he or she knows and thinks already.

Applying such a model to political socialization, the messages provided by current events (such as the Watergate revelations in the spring of 1973) would seem to be important raw material for the child's image of the political world. Therefore, the model was used in the derivation of hypotheses about how much children would participate in communication about Watergate (and for comparison, Skylab, the manned orbiting laboratory), their relative reliance on the mass media, parents, and peers, their knowledge of the two events, changes in their evaluations of President Nixon and their feeling of political efficacy, and their perceptions of Nixon's and the mass media's roles in Watergate. Predictor variables included age, family communication patterns, past and event-related communication behavior, knowledge of the events, position in the peer group structure, interest in politics, and political party preference.

Subjects were 159 parochial school fourth and eighth graders who had responded to an October, 1972 questionnaire as part of a larger study of political socialization. Subjects were re-surveyed in May, 1973, after the first week of the Senate hearings on Watergate and during the uncertainty about whether the damaged Skylab could be manned.

The main predictors of the children's communication about the two events and their knowledge of them proved to be age, past communication behavior, and interest in politics. Party preference and socio-orientation (the affective dimension of family communication patterns) were ineffective for both events,

although they had been expected to locate differences for Watergate.

For the attitudinal variables, results were less clear, but it appeared that party preference and socio-orientation were crucial in locating relationships for other variables. For example, greater interest in politics was associated with more positive evaluations of the mass media's role in Watergate, but only for children who described themselves as Democrats.

Thus, even though Watergate was clearly a political and affecting event, political and effective characteristics of the children were ineffective in locating differential communication or knowledge about it. It seems that Watergate was an extraordinary current event: even those who were most likely to be disturbed by it and who might thus have been expected to avoid it instead came to know about it. This pervasiveness may well make Watergate important not merely for the 1974 elections, but in the kind of electorate America has when those who are now children begin to vote.

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JACKSON, THE BANK, AND THE PRESS
William Herbert, Ph.D.
University of Missouri, 1975
Adviser: William H. Taft

This is a study of the American press in covering and influencing the Bank War--the political battle during the Presidency of Andrew Jackson (1829-1837) during which Nicholas Biddle's Second Bank of the United States (1816-1836) was destroyed. The Bank, successor to a First Bank (1791-1811) created in line with the thinking of Alexander Hamilton, exercised a regulatory power over state banks. Jackson, distrustful of banks and a disciple of Hamilton's philosophical foe, Thomas Jefferson, had some supporters who hated all banks and some who wanted free, unregulated banking. Many newspapers in a period, part of which is known for its partisan press, did not, in many cases, even try to be objective and fair. In December 1829 Jackson charged the Second Bank had not produced a sound currency and he challenged its constitutionality. The Richmond Enquirer supported him but the National Gazette, United States Gazette, National Journal, and Aurora differed. Congressional committees upheld the Bank. The following December Jackson suggested a bank as a branch of the Treasury Department--an idea reported by the new Globe in Washington, which later became the Administration organ as Duff Green of the United States Telegraph fell from Jackson's favor.

In December 1831 the unpredictable Jackson did not attack the Bank, and Biddle, the following month, applied for re-charter --four years in advance. In subsequent debate, the press criticized a Clayton Committee report attacking the Bank. The re-charter bill passed both houses but Jackson vetoed it in July 1832, touching off furious press debate. Jackson was re-elected that November, beating Whig Henry Clay, and later urged a Congressional inquiry concerning removal of the Bank's government deposits. This was accomplished in October 1833.

Biddle, forced to contract loans, may have over-contracted and the nation experienced a bad panic in the winter of 1833-1834. In the bitter Congressional session the Administration pushed through House resolutions opposing Bank re-charter and urging the continuence of the state ("pet") banks as depositories. In March 1834 Biddle eased his contraction and the economy progressed from recovery to boom and inflation in 1835 and 1836--though some papers continued to debate earlier issues.

But much of the period's prosperity was unsound--as unregulated statebank notes drove prices up beyond realistic levels. In July 1836 Jackson, concerned about inflationary prices of western lands, issued a Specie Circular requiring that these lands be paid for in gold and silver. The effect was to impound specie in the west and cause a deflationary collapse leading to the panic and depression of 1837--a situation bequeathed to Jackson's successor, Martin Van Buren. In Jackson's farewell address of March 1837, his financial views were astonishingly similar to those he held in 1829--a reflection of non-growth shared by some newspapers. After the 1833 removal of the government deposits the

nation lacked central financial management until the National Banking Act of 1864.

The March 1836-March 1837 period, involving inflation, recession, and a hand-picked successor to a controversial President, suggests a parallel to the March 1974-March 1975 period. After the papers were reviewed in terms of how they fulfilled the varying purposes for their creation and how they answered the needs of their readers, the questions, "Did they influence events?" and "Was the influence beneficial?" were considered. The view is that they did influence events by fanning controversy to which perceptive politicians were attentive. The influence might have been less politically-oriented and more alert to the changing economic reality.

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A COORIENTATIONAL STUDY OF WISCONSIN STATE SENATORS: THEIR ROLE IN THE COMMUNICATION PROCESS

Michael B. Hesse, Ph.D.
University of Wisconsin-Madison, 1974
Adviser: Steve H. Chaffee

This study has been undertaken to learn something about the communication behavior of Wisconsin state senators--how do they communicate with members of their constituency? How do they assess the attitudes and opinions held by their constituents? Using the Chaffee-McLeod coorientational paradigm, this study seeks to uncover the attributes that seperate the legislators who achieve high degrees of agreement, accuracy and congruency from those who do not.

A number of independent variables including electoral risk, tenure, the "normal vote", legislator to constituent communication activity and constituent to legislator communication activity were used in an attempt to explain the variance in agreement, congruency and accuracy exhibited by Wisconsin state senators.

Interviews were conducted to poll both senators and their constituents with regard to personal opinion on three statewide issues which received heavy coverage in the media and extensive debate in the senate. Senators were also asked to estimate the opinions of their constituents. Senatorial stated opinion was also compared to press *reportage of senatorial opinion to help de*termine the inconsistency of media reports, and a normal vote analysis was carried out to determine if legislators measured at being better at assessing district opinion received a larger proportion of the vote cast within their districts.

The results of the study indicate those senators engaging in high amounts of constituency to legislator communication activity were the most accurate in assessing district opinion and were typically from rural districts, possessed long tenure and performed delegate representational roles with constituents. In addition, these men resided in safe electoral districts, and what little coverage they received in the media was inconsistent with their stated point of view on the study issues. The communication activity variables (constituent to legislator and legislator to constituent) showed the strongest relationships to the dependent measures of agreement, congruency (legislator to constituent) and accuracy (constituent to legislator).

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COMMUNITY COMMUNICATION AND DEVELOPMENT: A CANADIAN CASE STUDY

Heather E. Hudson, Ph.D.
Stanford University, 1974
Advisor: Nathan MacCoby

The dissertation is a case study of a project which provided inexpensive facilities to two regions in the Canadian North for two-way communication and for local radio broadcasting. Native people in both regions live in isolated villages where access is generally only by plane and two-way communication has been possible only by radio-telephone. A High Frequency radio-telephone network and a low power FM radio broadcasting station were installed in Indian communities in North-

western Ontario and Inuit (Eskimo) communities in the Central Arctic. The study examines the uses of the media by the native people and describes the process of project implementation which involved resident fieldworkers and participation by the residents in site selection, installation, operation and maintenance of equipment, and program production. The relevant development literature is reviewed and some new directions of inquiry are offered.

The author evaluated the project for its sponsor, the Canadian Department of Communications. Techniques used included field observation of implementation and operations, before and after interviews with native leaders and other officials, interviews with a sample of residents in both regions, and analysis of radio-telephone log data and radio station program logs for sample periods.

In both regions the availability of the new radio-telephone network increased access to channels for communication between Northern communities, which was the first priority given by native leaders. In Northwestern Ontario it was found that the use of the radio-telephone network contributed to an increase in available information, particularly about the region. Leaders thought that the increase in information flow had contributed to a growth of regional identity and recognition of common problems. They also found that use of the radios for consultation among leaders and contact with government officials increased their efficiency and enabled them to plan for the region more effectively.

The Inuit radio station is compared with other community radio stations in Canada in terms of content, management structure, degree of community participation in programming, sources of funding, and training and other external assistance provided. Over 90% of the programs broadcast in the Inuit community were of local origin, and over 80% of the spoken language programs were in the Eskimo language (Inuktitut). The radio station has become the chief source of information about activities in the community for both Inuit and white residents, and the chief source of information about other parts of the North and the country in general for Inuit residents.

The implications of the study for Canadian communication policy are discussed. Technical requirements for two-way communication systems for remote areas and options for financing these services are put forward. Training of native people to take responsibility for operation and maintenance of the facilities is recommended. Costs and advantages of both community radio and television are outlined, and it is recommended that access to transmission as well as reception of messages be guaranteed by ensuring community access to local transmitters.

The role of the researcher in development projects and the significance of the fieldwork approach are discussed. It is suggested that media funding agencies invest their resources in areas where there is a likelihood of purposive media use for collective goals.

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THE PORTRAYAL OF WOMAN IN SELECTED MAGAZINES FROM 1911-1930

Teresa Mary Hynes, Ph.D.
University of Wisconsin, 1975
Adviser: Harold L. Nelson

The purpose of this study was to describe and analyze the political, economic, and social portrayal of woman in selected magazines from 1911 to 1930 to determine the extent to which those magazines portrayed or encouraged the emancipated woman, especially during the twenties.

Content analysis of a stratified random sample of 300 short stories and of 486 nonfiction reports from Atlantic, Cosmopolitan, Ladies' Home Journal, and Saturday Evening Post, was used to test the assumption that magazines of the twenties portrayed the decade as one of widespread personal liberation, especially regarding woman's social role, but also with respect to changes in her political and economic roles.

The burden of the evidence, although meager and contradictory in some cases, suggests, at most, only a slightly modified view in the twenties as opposed to the tens of the

traditional stereotypes regarding woman's roles. In the short stories, few women are portrayed as being concerned with politics, and in most of these portrayals women are shown as inept or basically uninvolved. In both the fiction and nonfiction approval and encouragement of woman's political awareness is given chiefly because authors viewed such a concern as a logical extension of woman's natural role as homemaker and housekeeper.

With regard to the economic role of woman, the data suggest that the magazines of both decades reinforced the view that woman's concern with a job or a career should be secondary to her role as wife and mother. In most cases, the work aspect of the lives of working women or of women with career-family conflicts was negated, and most of the short story heroines who did work were portrayed in occupations customarily associated with women during the time in which the stories were written. The nonfiction also tended to underrepresent the realities of woman's increasing economic independence even more in the twenties than in the tens.

Among all the external elements of social portrayal examined, the magazines gave the most active encouragement to woman's emancipation with respect to education, especially during the twenties. The strongest evidence regarding internal elements of social portrayal in the fiction indicates that liberation of women in the twenties was encouraged primarily in areas which affected only woman's individual personality development but not her relationships with either men or women. In their interpersonal relationships, women were generally made to conform to traditional expectations. The fiction and nonfiction of both decades reinforce the central societal importance of woman's role as wife and mother.

A comparison of the magazine portrayal with census data and other relatively objective evidence concerning actual situations suggests that the magazines portrayed the realities of women's lives even during the twenties more closely than has often been assumed.

Given the evolutionary process of change and the need of the magazines not to antagonize or alienate readers by supporting changes inimical to readers' basic values, reinforcing traditional role expectations in most aspects of women's roles was perhaps the most congenial perspective for the magazines to assume.

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MASS COMMUNICATION BEHAVIOR AMONG BLACKS IN WASHINGTON, D.C.: AN EMPIRICAL INVESTIGATION

Miles M. Jackson, Ph.D.
Syracuse University, 1974
Adviser: Maxwell McCombs

The purpose of this study was to examine communication behavior patterns among adult blacks residing in Washington, D.C. A random sample of 617 respondents was drawn from low and middle income Census Tracts within the District of Columbia. The data for the study were gathered by means of a questionnaire and were administered by a group of interviewers trained by the investigator. The field operations, including pre-testing, took place in February and early March 1974. The questions in the instrument fell into five classes: (1) Demographic; (2) Uses of mass media; (3) Manner of information-seeking behavior; (4) Identification of preferred media; and (5) Individual life situation (alienation).

Pearson's Chi Square analysis for test of relationships between variables was considered the appropriate statistic since the study was primarily concerned with behavioral data expressed in the form of nominal scales. The data were analyzed at a significance level of .05. The Guttman technique of scalogram analysis was employed in conjunction with the Leo Srole scale used in the test of alienation. Multiple-regression analysis was used to tie together the independent variables of education, income, age, sex, and alienation.

The responses to the questions asked in the course of this survey indicate that blacks have media habits similar to the general population. The analysis of data revealed the following major results:
Education- In general, the results showed that education is strongly correlated with the use of print media. The more educated

respondents tended to be regular readers and tended to prefer the white press.. In the case of broadcast media, education is strongly related to use of radio and television.

Income- Income as an independent variable in this study was strongly correlated with use of newspapers and magazines. The higher the income, the greater the tendency was to use print media. Black oriented magazines tended to be read more by those in the $15,000 income and above category.

Age- Age was very much related to use of print media. As a reader got older there was a tendency to use magazines less, particularly after the age of 50. Although the tendency was slight, there was a trend for older respondents to watch more general television than younger people.

Sex- Men and women read newspapers equally on a regular basis. In most instances sex proved to be independent of magazine use, the exception being women preferring "home type" magazines. For radio, females either did not like to listen to radio or listened for longer periods of time than men. Also, women tended to prefer television news more than men.

Alienation- The results of this study of alienation and communication behavior revealed that there is significant relationship between alienation and use of print and broadcase media.

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THE REGULATORS AND THE REGULATED:
A STUDY OF BROADCASTERS' PERCEPTIONS
OF FEDERAL COMMUNICATIONS COMMISSION
MEMBERS AND FCC VOTING BEHAVIOR

John Kelley Jennings, Ph.D.
Stanford University, 1975
Adviser: William L. Rivers

The purpose of this study is to examine broadcasting executives' perceptions of individual members of the Federal Communications Commission and to determine the extent to which broadcasting executives accurately perceive the voting behavior of FCC members as individuals and as members of voting blocs.

Data for the study come from two sources: (1) a questionnaire administered to 61 broadcasting executives and (2) the voting records of the FCC during a nine-month period in 1969-70. The questionnaire contains for each of seven FCC commissioners (Dean Burch, Robert Bartley, Kenneth Cox, Nicholas Johnson, H. Rex Lee, Robert E. Lee, and Robert Wells) twelve pairs of bi-polar adjectives or phrases separated by a seven-point equal-interval ordinal scale. Nine of the pairs deal with personal attributes. Three of the pairs deal with the commissioners' positions on regulatory issues. Through factor analysis the data allow the description of an "image" of the commission as a whole and individual commissioners in terms of "activity," "potency," and "evaluative" dimensions.

Using a percentage index of agreement, voting bloc matrices were constructed for all split decisions by the commission during the period covered by the study and for cases relating to the three regulatory issues (license renewal, concentration of control, and cable television).

The number of factors (dimensions) in the individual commissioners' images ranged from one (for H. Rex Lee) to five (for Nicholas Johnson). Only two dimensions, an evaluative factor and a combination of potency and activity factors emerged from the commission as a whole.

A transpose of the data yielded three factors, or groups of commissioners, with Commissioners Burch, R. E. Lee and Wells in one factor; Commissioners Cox and Johnson in a second factor; and Commissioners Bartley and H. Rex Lee in a third.

Correlation between evaluative scores of commissioners and commissioners' scores for favorability to licensees in renewal proceedings and their scores for favorability to group owners in concentration of control cases significant at the $p<.01$ and $p<.001$ levels respectively. The negative correlation between evaluative scores and favorability to cable television was significant only at the $p<.1$ level. It was hypothesized that commissioners with high evaluative scores would have low activity scores. This correlation was not significant.

Analysis of split decisions in cases dealing with license renewal and concentration of control yielded two voting blocs. Commissioners H. Rex Lee, Bartley, and Cox formed one bloc in both groups of cases; Com-

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missioners Wells and R. E. Lee formed the other bloc in both groups of cases. Only one bloc--Commissioners Johnson, Burch, and H. Rex Lee--emerged in the analysis of cable television cases.

Broadcasters' perceptions of individual commissioners' voting records on two of the regulatory issues (license renewal and concentration of control) correlate highly with the commissioners' actual voting records on those issues, significant at the $p < .001$ level. Correlation between the broadcasters' perceptions and the actual voting records on cable television was not statistically significant.

Broadcasters' perceptions of voting bloc membership were extremely accurate for license renewal cases, somewhat less accurate for concentration of control cases and only partially accurate for CATV cases.

The results support the conclusion that broadcasters' perceptions of FCC members' voting behavior (1) are related to the broadcasters' overall evaluation of individual commissioners, (2) are quite accurate for issues most relevant to broadcasters, and (3) are related to commissioners' voting behavior.

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A TWENTIETH CENTURY SEEKER:
A BIOGRAPHY OF JAMES VINCENT SHEEAN

Carl E. Johnson, Ph.D.
University of Wisconsin-Madison, 1974
Adviser: Wilmott Ragsdale

In his fifty-year career as foreign correspondent and author, Vincent Sheean has written eight memoirs, ten novels, seven biographies, one book of short stories and has translated three books, two from the French and one from the Italian, while publishing several hundred short stories and several hundred magazine articles and news stories. His book, Personal History, published in 1935, is considered to be the typebook of the genre of American foreign correspondents' memoirs. What distinguished Personal History from other memoirs was its clarity of design. A story of intellectual growth, the book crystallized for many young people a post-World War I movement from American isolationism to internationalism. A controversial, often Byronnic personality, Sheean was applauded by newsmen and critics for his literary gifts in non-fiction, receiving lesser recognition for his fiction.

Based upon personal interviews, letters and documents, this dissertation examines Sheean's life and works, concentrating mainly upon the years Sheean was active as a newsman and cosmopolite.

Born in Pana, Illinois December 5, 1899, Sheean attended the University of Chicago before signing on with the New York Daily News in 1921. In 1922 he began his career as a foreign correspondent on the Paris edition of the Chicago Tribune. Within a year he was covering international conferences. In 1925 Sheean pulled off a major journalistic scoop by undertaking a perilous journey into the Rif where he interviewed Abd el-Krim, Moroccan chieftain. In 1927 Sheean covered the fall of Hankow in China and in 1929 the Jewish-Arab hostilities in Palestine. Upon the publication of Personal History, Sheean became a widely-known and established writer in America. After a disastrous personal breakdown in Ireland in 1936, Sheean, usually with Ernest Hemingway, Robert Capa and Herbert Matthews, covered the last year of the Spanish Civil War. After reporting from London during the Battle of Britain, Sheean enlisted in the U. S. Army Air Corps as an intelligence officer. In 1946 Sheean covered a highly-charged trial in Lawrenceburg, Tennessee involving twenty-five black defendants. Sheean's dispatches, appearing in seven major American newspapers, were largely responsible for the acquittal of all but two of the defendants inasmuch as the stories focused national attention on the trial. For his efforts Sheean was given lifetime honorary membership in the National Association for the Advancement of Colored People. In 1948 Sheean traveled to India to interview Mahatma Gandhi. As the last American correspondent to see Gandhi before the Mahatma was assassinated January 31, 1948, Sheean was deeply affected by the event and subsequently wrote two books about the Indian leader. In 1968 Sheean established residence in Arolo, Italy where he now resides.

This dissertation concludes that Sheean has an important place among contemporary

American writers if only for the quality of his best-known book, Personal History. Certainly he may be ranked as one of the most important of foreign correspondents of the century as his work influenced a generation of newsmen to speak out interpretively in assessing America's role in world events.

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THE PRESS AND THE POLITICS OF *URBAN GROWTH*: A STUDY OF CUES AND CONSTRAINTS IN THE POLITICIZED NEWSROOM

David William Jones, Jr., Ph.D.
Stanford University, 1974
Adviser: William L. Rivers

This is a study of the constraints imposed on reporters when their employers play concurrent roles as editorial supervisors and community leaders.

The community leadership role involves newspaper executives in efforts to promote civic improvement; it also involves behind-the-scenes efforts to create the consensus necessary to accomplish political goals. In contrast, the journalistic ethic posits an adversary relationship between the press and political leadership. Role conflict seems likely to result, limiting the freedom of news staffers to report controversial community issues--especially issues involving the community's economic leadership.

It was hypothesized that aggressive initiative reporting which might "aggravate" community controversy and conflict is least likely to occur in communities where newspaper executives play active extra-journalistic roles in community politics.

The study borrows from and synthesizes three avenues of previous research: 1) research by Edward Banfield and others on the extra-journalistic roles of newspaper executives in community decision-making; 2) research by Lewis Donohew and others on the newspaper publisher's role as a key gatekeeper in the news channel; and 3) research by Warren Breed and others on the process of "social control in the newsroom"--the process of rewards and cues which encourage reporters to slant the news according to their employer's preference.

Research Design. The research is focused on news coverage of urban growth--a local policy issue in which metropolitan newspapers have a vested economic interest.

The research was conducted in two stages. The first involved an intensive case study analysis of the community politics of urban growth in San Jose, California, and the newsroom policies of two of the city's newspapers --the daily San Jose Mercury and the weekly San Jose Sun. The second stage of the research involved a survey of reporters employed by nine newspapers in the San Francisco Bay Area. The survey was used to test the generalizability of the case study findings.

The case study methods included a content analysis of the news coverage of three urban development controversies; a survey and interview analysis of the political influence of San Jose newspaper executives and their behind-the-scenes role in each of three community controversies; and interviews with newspaper reporters and executives focused on newsroom policy.

In the survey stage of the research, a sample of Bay Area reporters was asked to rate the likelihood of management approval for a series of hypothetical news stories involving controversial community issues. The reporters were also asked to rank the power status of their newspaper's top executives. The hypothesis predicted that reporters who perceived their employers as political influentials would be less likely to expect management approval to pursue the controversial news stories than those reporters who did not see their employers as extra-journalistic influentials.

Case Study Findings. The case study indicated that the visible leadership roles assumed by newspaper executives in San Jose provide cues to reporters about policy areas that must be handled with reportorial "kid gloves." Initiative stories involving urban growth policy are handled gingerly in San Jose where the metropolitan daily's editors discourage aggressive reporting that might provoke community controversy or conflict. But it was also found that Mercury reporters have virtually complete freedom to report event-centered news, the staple of local coverage.

A content analysis of local news coverage indicated that newspapers in San Jose assume an adversary stance toward local government only when newspaper executives disagree with the goals of local authorities. In most cases, the inertia of the newsroom insure that the newspaper does not initiate controversial social agendas.

Survey Findings. The survey results indicate that controversiality is more likely to be a factor which deters initiative reporting when newsmen perceive their employers as "part of the community power structure" than when newspaper executives are not viewed as extra-journalistic influentials. The criterion "too controversial" was most likely to be applied when stories might embarrass the economic leadership of the central business district.

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W.E.B. DuBOIS AS EDITOR OF THE CRISIS

Marvin Gordon Kimbrough, Ph.D.
University of Texas, 1974
Adviser: DeWitt C. Reddick

This research concerns itself with W.E.B. DuBois as editor of the Crisis, the official organ of the National Association for the Advancement of Colored People.

DuBois was editor for twenty-four years, 1910-1934. The data examined is that found on the editorial pages.

The research examines three propositions: (1) The Crisis magazine reflects the personality of the editor, (2) DuBois used the Crisis as a podium for his changing ideas, and (3) Deviations from the association's goals and magazine policy caused conflict between the editor and the organization.

Ten chapters include: Introduction, Chapter I, W.E.B. DuBois, N.A.A.C.P., The Crisis, Pan Africa, Lynching, Segregation, Education, and Conclusion.

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'WHAT WOULD HAPPEN IF..:?':
A LEARNING GAME DESIGNED TO ENHANCE CONCEIVING OF CONTINUOUS LEARNING FROM A COMMUNICATION PERSPECTIVE

Francis R. Lalor, Ph.D.
The University of Iowa, 1974
Adviser: Daniel E. Costello

'What Would Happen If...?' is a learning game which I have designed, as an outgrowth of my dissertation work in Mass Communications. The complete title of the dissertation which I completed in May, 1974, reads as follows: "'What Would Happen If...?': A Learning Game Designed to Enhance Conceiving of Continuous Learning from a Communication Perspective."

The approach which I assumed in the dissertation was to explore how and to what extent man is able to learn in a continuous sort of way. As such, I examined various approaches to learning, as they now exist, both within formalized education as well as beyond the formalized education structure; developed a communication model, which I see as formulating the theoretical base for the learning game; and developed 'What Would Happen If...?' which I see as an actualizing vehicle for acquainting one with the various intricacies of the communication model, and which I believe will enhance man's ability to engage in the process of continuous learning.

Rather than attempting an almost impossible task of covering the entire spectrum of human communication, I have attempted to develop a communication model whose focus is on helping persons to engage in imaginative, exploratory kinds of learning.

As such, the communication model, which I see as formulating the theory for the learning game, is comprised of the following elements: self-reflexivity, in terms of a person thinking about phenomenon, in ways which are uniquely his own; a person engaging in self-reflexivity in ways which are both strategic and tactical; a person finding the self-reflexive, strategic and tactical ways of thinking useful for developing one's imaginative tendencies for exploring the phenomenon under focus; social interaction, in terms of a person using others to test out his ideologies, theories, philosophies, among others; and experiential learning, as an ac-

tive force in operationalizing the aforementioned model elements.

These model elements form a major part of my thinking as to how I conceive of human communication. My task, as game designer, is in orchestrating these model elements into a unifying, workable systems kind of association, which I attempt to do in 'What Would Happen If...?'.

Basically, 'What Would Happen If...?' is a learning game which attempts to encourage people, already concerned with a particular issue, to pursue that issue in the context of a game situation. Rather than competitive like most learning games, 'What Would Happen If...?' is designed more along the lines of attempting to foster cooperation among the game participants.

Although the goals to the learning game could be many and varied, one of the ultimate ones, as I see it, is that of becoming familiar enough with the theory behind 'What Would Happen If...?', so as to be able to use it in more common, everyday situations.

More specifically, 'What Would Happen If...?' is an unboxed, non-commercially distributed game. As such, it requires the service of someone who is familiar enough with it to provide both direction and stimulation for those who are interested in participating in it. As such, as game designer of 'What Would Happen If...?', I see myself as one who is both capable and willing to provide such a service to others.

Synoptically, then, I see 'What Would Happen If...?' as being most successfully used in situations where:

1) a group is interested in trying out a learning game which attempts to foster imaginative, explorative kinds of learning;

2) a group has assumed (or is able to assume) a particular phenomenon, or social issue, which seems to lend itself to imaginative thought development; and

3) a group is committed to playing several sessions (each session lasting anywhere from two to two-and-one-half hours) of the learning game.

As I see it, where one or more of the above conditions exist, the chances are quite prevalent that game participants will experience some sense of satisfaction and success with 'What Would Happen If...?'.

THE STRUCTURE OF COMMUNICATION
IN AN EMERGING FRONTIER COMMUNITY:
JACKSONVILLE, OREGON 1852-56

Jerilyn Sue McIntyre, Ph.D.
University of Washington, 1973
Advisor: William E. Ames

Jacksonville, Oregon was a gold-mining community and trade center founded in an isolated part of the Oregon Territory during the early 1850's. In this dissertation, it is the focus for an examination of the nature of communications channels and agencies which were important in this emerging part of the American frontier.

In this study, it is assumed that isolation was the key condition in the environment of Jacksonville. Isolation took several forms, including physical, commercial, political, social and psychological isolation, each of which, in one way or another, made citizens of the area aware of the importance of establishing better communications links among themselves and with other communities. Isolation was thus a major motivating force behind the establishment of communications networks in the area, and behind the growth of some forms of cooperative action within the community.

The context of isolation into which Jacksonville was born evolved from conditions in the region's history. The first two chapters of this study therefore review the historical background, both of Oregon Territory as a whole, and of Southern Oregon and the Rogue River Valley in particular.

The next four chapters turn to a description of the individuals, agencies and institutions which, together, constituted the various networks through which information was distributed and processed in the community of Jacksonville. This was an era, and an area, in which there were no formal media of communication -- no local newspaper, and no other communications technology through which news could be disseminated. Thus, news and information were literally carried into the valley over the local road system by such individual carriers as express riders, postal agents, packers, travelers, and immigrants. Meanwhile, the information thus obtained was consumed, and used as the basis for action

and opinion formation, by other agencies in the community, including government bodies, social and religious groups, military organizations, as well as various agencies of interpersonal interaction. All of the information distributors and processors in this emerging community were therefore "non-media" channels.

Emphasis in this discussion is on description, both of the context of isolation with which the growing community had to cope, and of the various communications agencies and networks which were a primary means of overcoming that isolation. The study is, as the title suggests, an identification of the elements in the structure of information flow in the community. There is little detail concerning the way in which that structure operated during specific episodes; that kind of functional analysis is left for future research projects.

This is an exploratory study which is intended to clarify the key concepts for further research of this type, and to suggest a few questions or topics which might be examined in greater detail in future studies. It is hoped that it will form the groundwork for more detailed analyses which will follow.

ABILENE EDITOR:
FRANK GRIMES AND WEST TEXAS

Charles H. Marler, Ph.D.
University of Missouri, 1975
Adviser: William H. Taft

Frank Grimes wrote for The Abilene Reporter-News in West Texas for almost half a century, 1914-61. He arrived in Abilene when the region existed in an urban frontier stage. Grimes lived and interpreted the world to Abilene readers until the city had developed a distinctly Western version of the modern urban center. The biography of this regional editorial leader focuses upon persons, events, ideas, and a socio-economic interpretation of responses to environmental factors which affected Grimes. Adverse personal and climatic circumstances, which threatened the peace and prosperity of the editor and the region, provide a thematic background for "Abilene Editor: Frank Grimes and West Texas."

The Abilene editor spent the major portion of his journalistic career with The Reporter-News, but he stood apart from most small-city editors. His primary task after 1926 was the production of six editorials daily, three each for the morning and evening editions of the newspaper. Without executive responsibilities in news or personnel, the editor produced a storehouse of more than twenty million words of twentieth century Texas thought and Grimes autobiographical material.

He often argues that news was more persuasive than the editorial page, producing more lasting effects among readers. But he also strongly believed that a newspaper without an editorial page was a soulless publication. Trained as a "printer's devil," and then as a reporter, Grimes always remained a superb fact-finder. He quit school during the eighth grade, but he pursued self-education with the scholar's search for understanding. Because of the nature of his education and career training, he comprehended the value of simplicity, directness, and profoundness, characteristics which marked his writing.

Personal, family, and regional challenges nearly broke his spirit and for a time hindered his effectiveness as an editorial writer. Although he sometimes folded internally because of the adversities in his life, he fostered a perception of human affairs which helped him write clear, logical analyses of complicated events for his West Texas audience. Readers found in Grimes' editorials the common touch, a prophetic quality, humor to lighten frustration, and learned allusions to raise aspirations.

Lonely, shy, and often frustrated by his idealism, the Abilene editor was sometimes as much misunderstood as he was appreciated. His mien was interpreted by some as arrogance, and vanity was not the least of his foibles. Grimes developed an inner-circle way of life professionally and socially. The thinly-veiled anonymity of the editorial page suited his reticence, but his lack of self-confidence often conflicted with his drive for recognition. In crowds he was always quiet, controlled, and sometimes awkward, but he talked freely in person-to-person or small

group conversation.

The Abilene editor was a transition newspaperman who reflected the influence of two journalistic eras, personal journalism and objective journalism. Although Grimes believed the day of the personal journalist had vanished by the 1920's, he unconsciously came to personify The Reporter-News in the tradition of the personal editorialist. To know Frank Grimes best was to read his editorials. Found on his pages are the essence of West Texas individualism, sincerity, frankness, persistence, and a peculiar blend of idealism and pragmatism, liberalism and conservatism. The Abilene editor left a legacy, yet unequaled, as the editorial page voice of West Texas.

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APPLICATION OF A TRANSACTIONAL MODEL TO ADVERTISING MESSAGES

Charles Henry Martin, Ph.D.
University of Texas, 1974
Adviser: Ernest A. Sharpe

Psychological models of personality have often been used as constructs to explain communication behaviors. With this as rationale, the study focuses upon application of the transactional model to advertising messages concerning consumer products. Evidence was obtained that tended to confirm that certain personality states or modes exist, with significantly differing effects, among differing personalities, in relations to messages and products. In general, certain orderly relationships appeared between personality modes and message choice behaviors. Further, message categorization in terms of the model produced data showing complex relationships existing between such message categories and personality modes, in relation to consumer products.

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ASYMMETRY OF THE SCREEN: THE EFFECT OF LEFT VERSUS RIGHT ORIENTATION IN TELEVISION IMAGES

Nikos Metallinos, Ph.D.
University of Utah, 1975
Adviser: Robert K. Tiemens

This study represents an experimental investigation of the asymmetry of the screen theory. The specific purpose of the study was to determine the affect of right and left placement of visual elements on viewers' perceptions of these visual elements.

The research literature notes that the left visual field which is dominated by the right hemisphere of the human brain, is perceived differently than the right visual field, which is dominated by the left hemisphere of the brain. Neurological studies have suggested that the right hemisphere of the brain is specialized in "holistic mentation," and determines our orientation in space, artistic endeavor, crafts, body image, recognition of faces; whereas, the left hemisphere of the brain is predominantly involved with analytic, logical thinking, especially in verbal and mathematical functions.

The following questions identified the problem of this study:

1. Does placement of visual elements on the right or left side of the television screen differentially affect viewers' perception of the weight, importance, prominence, attractiveness and interest value of the visual field?

2. Does placement of visual elements on the right or left side of the television screen differentially affect the retention of verbal content?

3. Does placement of visual elements on the right or left side of the television screen differentially affect the retention of visual content.

One hundred and forty-eight (148) subjects were randomly assigned to four treatment groups. Each treatment group (n=37) independently viewed one of four newscasts where visuals (illustrating the content of twenty news stories) appeared on the right (Treatment #1), on the left (Treatment #2), on the left and right (Treatment #3), or on the right and left (Treatment #4). The newscaster appeared on the opposite side of the

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screen.

Three types of measures were constructed to test for treatment affects:

1. Likert-type scales were used to measure viewers' perceptions of the weight, importance, prominence, attractiveness and interest value of the visual field.

2. A multiple-choice test was used to measure retention of verbal content presented in the newscast.

3. A visual retention test was used to measure the degree to which the visuals used in the newscast were correctly identified.

The data were analyzed by one-way analyses of variance. Appropriate post-hoc analyses were made on data which yielded a significant F-ratio. Tests for significance were made at the .05 level of confidence.

The following conclusions were reached from the results of this study:

1. Perceived weight, importance, prominence, attractiveness and interest value are not affected by placement of visual elements on the left or right side of the television screen.

2. Retention of verbal content from a newscast is not affected by the placement of visual elements on the left or right side of the television screen as long as these visuals do not illustrate specific factual information such as numbers or dates.

3. In a newscast where the left and right portions of the television screen are equally shared by newscaster and visuals depicting the content of the news stories, retention of the visuals is somewhat enhanced by their placement on the left side of the television screen. Common factors which may be related to the asymmetry of the screen theory are relative size, color, form, vectors and contours of the visual materials.

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A CROSS SECTIONAL ANALYSIS OF CONSUMER LEARNING AMONG YOUNGER VS. OLDER ADOLESCENTS

Roy Leamon Moore, Ph.D.
University of Wisconsin-Madison, 1974
Adviser: Jack M. McLeod

Although the lack of a systematic program of research precludes valid explications of consumer socialization processes, recent research on the acquisition of specific consumer skills, knowledge and attitudes indicates that different learning processes are involved for younger vs. older adolescents. Such cross-sectional studies also lend empirical support to the assumption that different motivational bases of consumer behavior acquired by different processes are functionally related to individual variance on these consumer socialization outcomes.

This study examined the differential processes associated with four measures of consumer learning--price accuracy, slogan recall, brand specification and attitudes toward advertising. Antecedent and intervening variables analyzed including socioeconomic status, intelligence, academic achievement, sex, age, personal weekly spending, motivations for advertising exposure (social utility, communication utility and vicarious consumption reasons), family communication about consumption and media exposure.

Based on somewhat disparate findings in adolescent socialization, cognitive-developmental theory and specific models of consumer decision-making, five hypotheses were formulated: (1) Older adolescents have acquired complex consumer learning skills to a significantly greater degree than younger adolescents; (2) Older adolescents hold significantly more negative general attitudes toward advertising than younger adolescents; (3) Consumer learning skills are well integrated (i.e. moderately correlated and at fairly high levels of proficiency) among older adolescents but not among younger adolescents; (4) Different learning processes of consumer skills are associated with older vs. younger adolescents; (5) As sources of influence prior to purchase, family members (i.e. parents and siblings) play a signigicantly greater role in adolescent consumer decision-making than other sources such as peers and mass media.

As predicted in the first hypothesis, older adolescents scored significantly higher on price accuracy and brand specification than middle school respondents. Both groups were rather proficient, as measured, on the brand index, but scored relatively low in pricing products.

The second hypothesis was also supported, with older adolescents holding signifi-

cantly more negative general attitudes toward advertising than middle school students.

On other measures, high school students reported spending, on the average, more than twice as much as middle school respondents per week, and the difference was statistically significant. Contrary to previous findings, only marginal differences on the frequency of parent-child communication about consumption were found, with such interaction apparently rare in both younger and older adolescent homes.

No support was found for the fifth hypothesis since friends and siblings received marginally higher ratings than parents as sources of influence among both age groups. Media sources received rather low ratings overall, high school students would seek out more sources for purchase advice than younger adolescents.

On media exposure, significant differences emerged for television, radio and newspapers, but not magazines. Although younger adolescents report watching television almost an hour more, on the average, per day, older adolescents spend more time with radio, newspapers and magazines (slightly).

Intercorrelations among the four consumer skills measures were substantial enough to suggest that they are well integrated and may be learned together in both groups. Patterns of relationships among these cognitive measures do not appear to change over time since there were no significant differences in the intercorrelations when comparing the two groups. Thus the third hypothesis was not upheld.

Considerable support emerged for the fourth hypothesis, including two separate path analyses, although it was not clear whether the processes are similar to those found in earlier research.

TOWARD A PRACTICAL APPROACH TO JOURNALISM IN DEVELOPING COUNTRIES: THE CASE OF SOUTH KOREA

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The University of Iowa, 1974
Advisers: Malcolm S. MacLean, Jr.
Joseph R. Ascroft

The objective of the present study is the exploration and explication of journalism as a tool of national development in the context of the philosophical and cultural traditions of South Korea. Such an inquiry may also prove useful to other developing countries.

The goal of a developing country is to maximize the quality of life of its people as well as to secure its own survival among nations in the global system. Journalism is one of the potential change agencies capable of being systematically exploited for accelerating and solidifying the attainment of this developmental goal through the dissemination of information about more efficient techniques and technologies for producing and maintaining desirable ways of life, and motivating people to change from traditional to modern ways of living in order to improve their physical, psychological and social well-being. In order to place the problem of searching for useful strategies in systematic perspective, however, our explication of this problem necessitated distinguishing between the dependent variable identified as national development, and the independent variable of central interest to us, journalistic mass communication.

But the development of useful and applicable strategies to communicate notions of change requires careful understanding of the philosophical orientation of the developing country. We have, therefore, placed far greater emphasis upon exploring and explaining the philosophical and cultural contextual perspective within which journalism is practiced in South Korea and far less on the development of communication strategies per se. This latter aspect of the problem will constitute post-graduate research by the author.

To this end, we have discussed the philosophical foundations of traditional South Korean thought and the historical background of South Korean journalism with a view to de-

veloping a characterization of present-day South Korean journalists and to examining their strengths and weaknesses. We also have compared and contrasted South Korean journalism with the American journalistic system because the former has adopted many of the concepts and technologies of the latter. The problem is that they have done so without paying careful attention to "goodness-of-fit" in the context of South Korean society. Yet, such American journalistic concepts as press freedom and entrepreneurial profit-orientation which emphasizes mass entertainment rather than mass education in improved lifeways are not altogether compatible with and may even be inimical to the philosophical, historical and cultural background of South Korea. Furthermore, unlike American journalists, South Korean journalists have an added obligation to help disseminate life-improving technological advances already present in developed countries.

The implications of this study fall into two broad sections: one containing suggestions for immediate implementation arising from our examination of the problem undertaken in the present dissertation, and the other specifying hypotheses for later longer-range research having to do with the development of journalistic mass communication strategies for efficient information-dissemination and people-motivation.

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ATTITUDES OF AMERICAN MAGAZINES TOWARD ATMOSPHERIC NUCLEAR TESTING, 1945-1965

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Urbana-Champaign, 1974
Adviser: James W. Carey

A search of Readers' Guide to the Periodical Literature was performed in an effort to identify all of the articles published in popular magazines in the U.S. between 1945 and 1965 on the subject of atmospheric nuclear testing in an attempt to see how this crisis in science policy was treated by that segment of the press and to investigate whether that treatment had any effect in the resolution of that crisis. More than 5000 citations to articles bearing on the testing of nuclear weapons were found. After the application of a rigid set of constraints, designed to limit the articles under consideration strictly to those dealing with nuclear testing producing physiological dangers by means of environmentally transported radioactive material, the corpus of items to be studied was reduced to 925 magazine articles.

A test instrument was drawn up to assess these magazine articles in regard to their appraisal of the danger posed by the testing of atomic and hydrogen bombs in the atmosphere and the subsequent efficacy and need to limit such testing. Using this test instrument, each of the 925 articles was ranked on a scale of -2 to +2, reflecting a pro-testing to an anti-testing attitude on the part of the publisher of that article. These ranks were then averaged, displayed, and analyzed. A check of the methodology showed the test instrument to possess reliability.

The conclusions of the study considered the variation of the magazine articles with time, compared the stances taken by the magazines with the opinions expressed by the public, and contrasted the course of action advocated by the magazine press with that actually taken by the powers setting the policy of nuclear testing. The conclusions arrived at by the study were that, although there was a modicum of immediate and direct influence by historical events on the data collected, the data did show a gradual and largely constant variation from a pro-testing stance to an anti-testing one as time went on and as the scientific case against atmospheric nuclear testing grew. Secondly, that shift on the part of magazines correlated almost exactly with the public-opinion data on the public's assessment of the danger of nuclear testing and led that public's opinion about the desirability and necessity of banning such testing by from one to five years. Finally, that shift of the media's stance preceded the similar shift of official policy by five years. Although no cause-and-effect relationship can possibly be demonstrated, the strong correlations between the actions of the public and government give credence to the assertion that the press plays a very active role in informing people about the facts

and issues involved in scientific crises and in bringing about the resolution of such crises.

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THE JAMAICAN GOVERNMENT'S USE OF RADIO BROADCASTING IN ECONOMIC DEVELOPMENT 1939 - 1970

Harold William Oxley, Ph.D.
University of Wisconsin, 1975
Adviser: John T. McNelly

By many internationally used criteria, Jamaica, especially after World War II, experienced a significant degree and rate of national development. Economically, both the total national income and the per capita national income increased steadily and impressively. The economy diversified from being predominantly agricultural to the point where manufacturing surpassed agriculture as a contributor to the Gross Domestic Product and Jamaica became the world's largest producer of bauxite. Politically, Jamaica as a British colony was administered under several intermediary constitutions before achieving full independence in 1962. There is evidence too of both cultural and social development.

Jamaica is also a country which for many years has been equipped with the major media of mass communication. Since the literature on the subject suggests that mass communication can contribute to the national development of countries like Jamaica, it seems reasonable to ask whether or not the Jamaican government which planned the country's national development and at the same time had access to all the media, made any positive use of mass communication in carrying out its plans. This dissertation looks into that question.

It is a case study, limited in its scope to the use made by the Jamaican government of radio broadcasting in economic development. It covers the period from 1939 when radio was introduced to Jamaica to 1970.

The patterns of Jamaica's economic and political development are first traced through the study period; then, in that context, the author analyses the purposes and performances of the government-owned radio station ZQI (1939-1949), the privately owned station RJR (1950-1970) and the publicly owned JBC (1953-1970). Special attention is given to the purposes and radio productions of the Jamaica Information Service -- the agency responsible for all government media production -- and to a comparison of the performances of the publicly owned station JBC and the private station RJR which coexisted from 1959. The purpose of this comparison was to look for the programming differences promised by the government when it passed the legislation by which station JBC was established. In a major section of the dissertation, the strong similarity between the two stations' performances is documented through statistical analyses.

The dissertation reveals that while communication theory suggests many creative roles for radio broadcasting in the process of economic development, the Jamaican government chose to concentrate on using the medium simply to publicize its limited accomplishments. The author suggests that this decision was likely influenced by the government's economic development policy of "investment by inducement" and the consequent loss of full government control over the directions and pace of national economic development. He also argues that research on the roles for mass communication in national development would have greater relevance for developing countries if more political variables were explicitly included in research models.

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A HISTORY OF TELEVISION AND SPORTS

Donald Edwin Parente, Ph.D.
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Urbana-Champaign, 1974
Advisor: James W. Carey

The history of sports and television is the history of the ingestion of sport into the center of commerce, promotion, and politics of the modern state. The purpose of the dissertation is to trace the historical

developments which led to the symbiotic relationship which exists between sports, television, and the American business system.

Although a formal hypothesis is not tested in this paper, a hypothesis is implicit in the presentation, namely, that sport has been shored of many of its historic meanings and functions in the process of becoming integral to the American system of commerce and politics.

In a very broad sense, this study examines the impact that television has had on society through the programming of sports. The primary focus of this dissertation, however, centers on the ramifications this impact has had within the area of advertising and marketing.

The dissertation is divided into three sections and eight chapters. Each section roughly covers a different period in history. Section one briefly reviews the history of broadcasting in sports from its beginnings to a period around 1960. Section two is an extensive treatment of the development of the relationship between sports and television during the decade of the sixties. One of the chapters looks at the influence television has had on sports. A second chapter looks at the influence sports programming has had on television, principally, the networks. A third chapter focuses upon the ramifications that the television-sports marriage has had for the advertising industry. Section three is essentially a look into the future, beginning with 1970 and ending with 1980, speculating on the future of sports programming on television. The section analyzes the future of five different types of video systems: cable television, pay television, closed-circuit television, home video recording and playback systems, and commercial or "free" television. Each of these systems is discussed in light of the various restrictions which are placed on their development. The last chapters place the dissertation within a general framework of the sociology of communications and modern social organization.

COMPARISON OF OKLAHOMA STATE UNIVERSITY EXTENSION SPECIALISTS' ROLES AS PERCEIVED BY SPECIALISTS AND FIELD STAFF MEMBERS

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Adviser: Walter J. Ward

Scope and Method of Study: This exploratory study compared OSU Extension subject-matter specialists' perceptions of their roles with expectations field staff members have of those roles. Fourteen extension employees (seven county directors and seven subject-matter specialists) ranked fifty Q-statements on a 9-point quasi-normal distribution continuum. The specialist's role was sub-divided into five areas of behavior, with ten of the fifty statements comporting to each area. The five areas of behavior were: Need Determination, Resource Allocation, Program Promotion, Program Presentation, and Program Evaluation. Respondents rank-ordered tne fifty statements along a nine-pile structured Q-sort along an agree-disagree dimension. Q-scores were correlated and factored to identify three types of respondents who showed similar agreement on the fifty items. Independent variables were the five behavioral role aspects and the types of persons identified through correlation and factor analysis. Dependent variable was the perceptions of the respondents.

Findings and Conclusions: Correlation and linkage analysis identified three respondent types. Type I included six county extension directors. Type II respondents were all six specialists. Type III comprised one specialist and one county director. Correlation within types were significant ($p < .05$). Correlation between types was not significant. Differences in degree of agreement by respondent types was then factor analyzed. All types had the highest agreement with Resource Allocation as an aspect of the specialist's role. Following the agreement with Resource Allocation, Type I had highest agreement with Program Teaching activities. Type II had highest agreement with Program Evaluation after Resource Allocation. Type III had highest agreement with Program Promotion after the Resource Allocation activities. Both Types I and III had higher agreement with Program Promotion and Program

Teaching than Type II.

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POSTAL CONTROL
OF
OBSCENE LITERATURE 1942-1957

Patricia Elizabeth Robertus, Ph.D.
University of Washington, 1974
Advisor: Don R. Pember

Since passage of the Comstock Act in 1873 the federal government has used the police power of Congress to restrict the distribution of obscene materials in the United States mails. The Comstock Act is a criminal law which provides fines and imprisonment for conviction of mailing obscene matter. However, in over one hundred years, relatively few cases of obscenity in the mails have resulted in criminal prosecutions. Many more have been subject to administrative sanctions. These sanctions, imposed by the Post Office Department, gave that agency an independent censorship function.

This dissertation is an examination of postal control of obscene literature from 1942 to 1957. Postal control refers to all administrative procedures designed to keep obscene materials from the mails. The Post Office Department developed three principal non-criminal sanctions: nonmailability orders, limitations on second-class mailing privileges and mail blocks. All three methods of postal control were used between 1942 and 1957 but each was applied against a particular type of material.

The basic weapon of the Post Office in its efforts to control the contents of the mail was--and is--the nonmailability ruling. While complete data are not available, it is known that annually from 1942 to 1957 several hundred orders were imposed, banning books, magazines and pamphlets from the mails. In the early 1950s the courts began to enforce procedural safeguards which reduced the effectiveness of the nonmailability order as a method of postal control.

Another method of control was limitations on second-class mailing privileges. For the most part, magazines are routinely granted a special low mailing rate authorized by Congress in 1879. However, in the early 1940s the Post Office Department denied the second-class rate to some seventy publications alleged to be obscene. A 1946 Supreme Court decision limited the discretionary power of the Post Office Department with regard to second-class mailing privileges, and that form of control was discontinued.

A third technique of control was developed in the 1950s to deal with what is called hard-core pornography, primarily pictorial obscenity, in the mails. The mail block was an order directing a local postmaster to refuse delivery to persons thought to be using the mails in violation of federal obscenity laws. The mail block was subject to serious procedural challenges, and in 1970 the Supreme Court found the practice unconstitutional.

The files of the American Civil Liberties Union yielded many examples of the application of these techniques to a variety of allegedly obscene materials throughout the period. These cases demonstrate the ways in which the Post Office, despite constitutional guarantees of freedom of expression and despite the gradual enforcement of procedural safeguards, acted as a censor and limited free communications in the United States.

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INSULT, AGGRESSIVE MODELING,
AND VICARIOUS REINFORCEMENT
AS DETERMINANTS OF
ADULT AGGRESSIVE BEHAVIOR

Susan Higley Russell, Ph.D.
Stanford University, 1975
Advisor: Nathan MacCoby

Following a social learning theory approach, this study was designed to assess the influence on adult aggressive behavior of insult, aggressive modeling, and vicarious reinforcement.

Young adult males acted as learners in a concept formation task, during which time

they were either insulted or treated neutrally by an experimental confederate who was playing the role of teacher. Subjects then were assigned to one of four aggressive modeling conditions. In three of the conditions, the subject viewed a videotape of a peer using a shock machine, depressing only the higher intensity buttons. One group saw the model praised by the experimenter for his behavior, a second group saw the model censured by the experimenter, and a third group did not see the model receive any consequences for his behavior. The fourth group did not view any model. All subjects then used the shock machine themselves, ostensibly to teach the confederate a learning task, and had the opportunity to vary the intensity and duration of punishment shocks (when the confederate responded incorrectly) as well as the magnitude of monetary rewards (when the confederate responded correctly) they administered to the confederate. The confederate's responses were pre-programmed, so that each subject administered 15 rewards and 15 shocks.

The results supported the notion that vicarious reward alone significantly enhances aggressive behavior (No Insult/Vicarious Reward > No Insult/No Consequences, $p < .05$), but not that either aggressive modeling (without consequences) or insult alone enhances aggression (relative to a no insult/no model control). Subjects who saw the vicarious reward videotape also administered more intense shocks than did subjects who saw the vicarious punishment videotape ($p < .01$), but the latter subjects did not differ significantly from subjects who saw the model go without consequences. Finally, although insulted subjects did not administer more intense or longer shocks than did not-insulted subjects, the former group did deliver reliably lower rewards than the latter ($p < .005$).

The findings, in part, were consistent with Bandura's theory that behavior is determined largely by its perceived consequences. However, the failure of either aggressive modeling or insult alone to enhance aggressiveness is more in line with the views of Wheeler and Berkowitz than of Bandura. Possible explanations for various aspects of the results are discussed.

COMMUNICATION:
THE TRANSACTION OF FORM WITH SUBSTANCE

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The University of Iowa, 1974
Advisers: Malcolm S. MacLean, Jr.
Joseph Ascroft

This dissertation develops a Transactional theory of communication based in John Dewey's Philosophy of Inquiry.

Communication is viewed as a continuous state produced through the Transaction of form with substance. Form is defined as purposeful perceptual and physical behavior. Substance is defined as experience novel to the individual. Individuation and essence are assumed to exist as form and substance united through Transaction only. The state of communication is thus considered a unified whole and is destroyed if it is subdivided into smaller units for purposes of study. Meaning is assumed to be the force of this communication state and is assumed to be derived through context of behaviors. Sensation itself is assumed to be active behaving. Purpose is not considered a "caused" behavior, but is considered generative from within the individual. Purpose may be derived from meaning and so from the Transactional contexts of past behaviors or it may be innovated, based upon recombinations of ways of behaving.

The implications of this Transactional approach fall into three broad areas: For Research, the approach implies new problems such as the study of the state of communication itself, holistically and in relation to other human phenomena. It also implies the need for study of behavioral context and the relationships of context to meaning.

For methodology the approach implies that only the individual participant to the Transaction may evaluate the quality of the state of communicating. This means more participant-observation and projective methodologies. The concept of "objective" observation must be abandoned when using this approach.

Conceptually the approach implies that communicators are not best thought of as channels through which messages move from one person to another. They are better thought of as active participants to communication

Transactions. They are facilitators of states of communication. In this sense, they are closer to teachers than to salesmen--better thought of as assistants helping establish meaning than messengers delivering "true reports."

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THE FUNCTIONS OF COMMUNICATION ACTIVITIES IN FRONTIER WARFARE IN WASHINGTON TERRITORY, 1855-56

Roger Allan Simpson, Ph.D.
University of Washington, 1973
Advisor: William E. Ames

This dissertation is in harmony with a renewed interest of historians in the role of communication institutions, such as newspapers, on the American frontier of the 19th Century. It goes beyond that interest, however, to examine another facet of communication in the frontier experience.

Function is defined in Chapter I as "the contribution a recurring activity or trait makes to the maintenance of change of some social entity." Specifically, the dissertation concentrates on two kinds of function labelled by the political scientist Harold Lasswell in an exploratory discussion of communication twenty-five years ago. He identified surveillance as the disclosure of "threats and opportunities affecting the value position of the community," and correlation as the process which enabled a society to respond to its environment.

The historical context for the study was provided by contemporary documents created by principal political and military figures involved in a war between whites and Indians in Washington Territory in 1855 and 1856.

The dissertation shows that the surveillance concept embraces a number of activities of men on the frontier that are directly visible from the documents. Among these are the creation of observer roles, of procedures for making reports and transmitting information and of policies designed, on the one hand, to validate and confer credibility on information, and on the other hand, to deny access to information. Some of the latter activities, it was shown, were dysfunctional, or counter-productive.

Specifically, the willingness of persons on the frontier to share information, a trait shaped perhaps by the dangers of the wilderness, benefited the governmental organizations involved in the war. At one point, however, Isaac Stevens, the governor of Washington Territory, who also commanded a volunteer military force, became preoccupied with the threat of the enemy obtaining information and took actions that rebounded to his disadvantage.

The surveillance function was examined for organizations in three settings: military forces on the battlefield, the city of San Francisco, which served as supplier and banker for the Pacific Northwest at that time, and Washington, D.C., where Congress and executive departments reviewed war decisions for several years after the end of fighting. The analysis suggested that given items of information were used in distinctly different ways in each of the three locations, and that each use was influenced by "pictures" of conditions which existed in the minds of policymakers at each place.

Lasswell's conceptualization of correlation, it was suggested, is redundant, in that it, too, describes the use of existing pictures to cope with environmental change. What Lasswell did not adequately describe was the act of making a new picture for an organization or a society to use. He assumed that journalists and public speakers fill that function. Editorialists, however, are likely to mirror tried and true values and are not trained to perceive new relationships in society faster than other elements. In this study, it appeared that new pictures were not necessarily the outcome of conscious design by an organization. In some cases, they were the results simply of juxtaposition of different kinds of information.

It was suggested that the process of picture-making merits further study. The historian may be limited in this type of research to the inferences he can make from documents, which stand as evidence that a picture has been formed, used or changed at some time prior to the creation of the document.

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A COMPARATIVE ASSESSMENT OF THE RELATIVE ADJUSTMENT AND ATTITUDES OF TWO ETHNIC GROUPS CONCERNING THEIR RESETTLEMENT IN THE UNITED STATES

Esther Gottlieb Smith, Ph.D.
University of Illinois, 1974
Urbana-Champaign
Adviser: Rita James Simon

This study attempts to determine how and why immigrants from different parts of the world decide to leave their countries and settle in the United States, how they adjust to American society, the intensity of their ties with their former countries, and their intentions to return to their homelands. It is, in particular, a study of Israeli nationals and their uniqueness among other groups of voluntary immigrants. The uniqueness of the Israelis is based on the hypothesis that Israelis who leave their country feel guilt about their emigration. These feelings stem from the particular character of Israel as an immigrant-absorbing society. However, no such feelings are present among Scandinavian immigrants, since they regard emigration as a matter of personal rather than national concern. The Israelis' greater sense of guilt will lead them to acculturate to a lesser degree into American society, to maintain stronger ties with their homeland, and express intentions to return home. Scandinavian nationals, on the other hand, will acculturate to a greater degree, maintain weaker ties with their homeland, and be more inclined to remain in the United States permanently.

Two hundred and twenty-six Israelis and 261 Scandinavians were interviewed in person and by telephone respectively. The review of the data demonstrated that Israeli and Scandinavian immigrants are similar in terms of many demographic characteristics. They differ in their reasons for emigration, level of education, and professional status. Both groups maintain instrumental and cognitive ties with their homelands. The Scandinavians, however, are less interested than Israelis in occurrences in their former country. Their emotional and patriotic ties are considerably weaker than those maintained by Israelis.

The majority of Israeli respondents asserted that they plan to return to Israel, while most Scandinavians were more definite about their intentions to stay in the United States. Respondent's length of residence in the United States, visa status, and country of birth best predict the intentions of Israeli nationals to return to Israel. Thus, Israelis who were born in Israel, who have been in the United States for more than five years but who preferred not to become American citizens are the most likely to remigrate. Israeli nationals who were not born in Israel, who resided in the United States for more than five years and acquired American citizenship are the least likely to return to Israel. Length of residence in the United States, visa status, and ethnicity of the spouse best predict remigration intentions among Scandinavians. The longer a Scandinavian national has lived in the United States the less likely he is to remigrate. Scandinavians who acquired American citizenship and whose spouses are American are the most likely to remain in the United States; those who have been here less than five years and married Scandinavians are the most likely to return to their homeland. In both groups, professionals more than either non-professionals or unemployed respondents expressed stronger intentions to remigrate.

The results of the study suggest that if either of these countries wish their emigrants to return, they should appeal especially to those types of emigrants which this study found have the highest probability to hold positive intentions toward remigration.

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A REEVALUATION OF SOME CONCEPTS OF PUBLIC OPINION AND COMMUNICATION

Robert Louis Stevenson, Ph.D.
University of Washington, 1975
Adviser: Alex S. Edelstein

Public opinion was considered a product of the 17th and 18th century enlightenment which made government based on popular consent possible and necessary. Such government was criticized on the basis of lack of public

competence to deal with public issues and lack of willingness to subordinate personal interest to a broader public interest.

The usual approach to public opinion research, derived from attitude research, was criticized as incomplete and inappropriate. A reconceptualization was proposed that included specification of how an individual defined a specific situation based on his own relationship to the situation, how the situation came about, and how the situation could be dealt with. Additional considerations introduced as controls were the cognitive mechanism the individual used to derive a preferred course of action and the individual's behavior in relation to the situation.

This conceptualization was tested in a telephone survey (n=375) in Seattle in February, 1975. The survey focused on the current economic situation. An unobtrusive methodology developed by Edelstein was used. Interviewing and coding were carried out by students in a course in public opinion and communications.

Results showed that most people (77%) could specify at least some elements of the situation; however only 39% were able to designate both a specific action and an entity to take that action. Most people considered the government (the instrument created to represent the polity) as responsible for having brought about the situation and responsible for dealing with it now.

People who used a decision-making mechanism (simultaneous consideration of several alternatives with a single alternative selected) to derive a course of action tended to have more information and more specific information about the situation. People who used a problem-solving mechanism (consideration of a single alternative at a time against an outside criterion) tended to be less knowledgeable and more willing to try any action. People who were attempting to gain control over the situation, in general, had more knowledge and preferred government action. People who were adapting their behavior to the situation more frequently lacked knowledge about elements of the situation and were unable to indicate a specific action that could be taken. Implications of these differences were discussed.

While some patterns were detected, the important finding was the diversity of ways that the public could define a situation and deal with it. Public opinion was considered, in Walter Lippmann's phrase, competent enough to serve as the beginning of public argument.

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SOME APPLICATIONS OF CYBERNETICS TO SOCIAL SYSTEMS

Stuart Anspach Umpleby, Ph.D.
University of Illinois
at Urbana-Champaign, 1975
Adviser: James W. Carey

The fields of cybernetics and communications have developed primarily in the thirty years since the end of World War II. Cybernetics has been more closely related to microcommunications--psychology, linguistics, artificial intelligence--than to macrocommunications--political science, sociology, economics and law. But current interest in assessing the social impact of new communication technologies, such as computer-based media, is likely to increase interest in applications of cybernetics in the area of macrocommunications or large scale social systems.

There are several ways in which cybernetics, the science of communication and control in complex systems, can contribute to an understanding of the interaction between a new communication technology and a social system. The law of requisite variety and the law of necessary transactions provide the basis of a theory of how power is exercised regardless of who exercises it. Several measures based on information theory provide the foundation for a deductive theory of change in complex systems. These measures do not require cardinal number scales but can be used with nominal, ordinal, and interval scales as well and so are particularly suited to social systems.

Ross Ashby's view of the evolution of complexity or self-organization, as compared with that of Ludwig Boltzmann, provides a basis for understanding increasing organization, in social system. The redundancy measure can be used to calculate changes in organization

due to both differentiation and selection.

Cybernetics is based on a view of observation which holds that a description is the result of both events in the external environment and the internal state of the observer. The result is a new view of epistemology which has consequences for the design of large scale social experiments. Several quite different disciplines--sociology, mathematics; neurophysiology, and philosophy--have been converging on this new view of the scientific enterprise. The result can be described as the third stage in the treatment of objectivity. The first stage was unquestioned objectivity; the second was constructed objectivity. The formal theory of cybernetics can help to correct the imbalance between theoretical and experimental work in social science caused by the current dominance of behavioral science.

Summary: Cybernetics, when applied to large scale social systems, can guide the assessment of the social impact of a new communication technology. Cybernetics provides several measures of complex systems based on information theory and a new epistemology and methodology of large scale social experiments based upon a new conception of observation.

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A COMPARATIVE CONTENT ANALYSIS OF HOW THE OHIO METROPOLITAN DAILY PRESS REPORTED THE 1971 OHIO MUNICIPAL ELECTION CAMPAIGNS: AN INDEX OF PRESS COVERAGE

John W. Windhauser, Ph.D.

Ohio University, 1975

Adviser: Guido H. Stempel III

Coverage of local election campaigns by the press is assumed to be a rather critical component of the political election process. With it, an electorate can make decisions about political leaders from a variety of comment and information.

How the local press reports local campaigns, especially for candidates of the Democratic and Republican parties, has been overlooked by systematic researchers. This investigation sought to describe press coverage by Ohio dailies of the 1971 Ohio municipal election campaigns.

Campaign data were collected from twelve metropolitan daily newspapers in Ohio for a thirty-five day period. Every issue of the newspapers was studied from September 28, 1971, through November 1, 1971. Only news and editorial matter of municipal election campaigns, where the metropolitan daily newspaper was located, was included.

The statement was the content unit of analysis for articles, columns of opinions, headlines, illustrations, and campaign issues. Analyses were made between all candidates of the Democratic and Republican parties for ten dimensions of news and editorial content, issue references, and newspapers. Similarly, these comparisons also were made for newspaper-endorsed candidates, and incumbents of both parties. Total number of statements coded amounted to 28,142.

Results indicate patterns of slanted coverage between the Democratic and Republican parties, but they are not consistent for a selected party. Ohio metropolitan newspapers use more news- and editorial-page coverage on the Democratic Party, but a higher proportion of favorable coverage is given the Republican Party than the Democratic. Other results indicate that coverage varies by type of content, direction, placement, issues, campaign weeks; incumbency of candidates, and newspaper-endorsement of candidates. Types of coverage vary by newspaper, and the coverage for newspaper-endorsed candidates and incumbents is not consistent with a newspaper's overall coverage for a particular party.

More than half of the news coverage and most of the editorial coverage for both parties occurs during the last two weeks of the campaigns. Coverage also tends to increase as the campaigns approached election day. Yet regardless of political party, most of the coverage for newspaper-endorsed, incumbents or all candidates of the Democratic and Republican parties is favorable. The greatest amount of unfavorable presentations for both parties is found in news and editorial illustrations. Most of these references consist of unfavorable opinion poll results or non-endorsements.

This study showed that the issue presentations for both parties focus on similar to-

pics, particularly concerning the qualifications, experiences, abilities, endorsements, and testimonials for the candidates. Newspapers tend to agree in their coverage of certain campaign references, and are somewhat consistent in their main issue coverage for both parties.

In the final analysis, this investigation provides evidence of imbalanced campaign treatment between the Democratic and Republican parties for local election races, and suggests that major differences of imbalanced coverage depend mostly upon each newspaper, and upon the type of content selected for analysis.

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THE INFLUENCE OF LEGAL AND VOLUNTARY RESTRAINTS UPON THE GATEKEEPING FUNCTION IN THE REGULATION OF RETAIL ADVERTISING COPY: A CAST STUDY OF THE NEW YORK DAILY NEWS AND NEW YORK TIMES

Dena Winokur, Ph.D.
Ohio University, 1975
Adviser: Norman H. Dohn

The newspaper, like other media, is restricted to a certain extent by law as to what it may or may not publish in its advertising columns. In fact, there are few sectors of American business which are subjected to so many types of federal, state and local legislation as the business of advertising.

In Washington alone, more than twenty federal administrative bodies exercise some form of control over the content of advertising appearing in the print media. Those with major jurisdiction include: Federal Trade Commission, Food and Drug Administration, Securities and Exchange Commission and Bureau of Alcohol, Tobacco and Firearms of the Department of the Treasury.

In forty-seven states and in many cities, there is legislation that forbids advertising any statement or representation of fact that is untrue, deceptive or misleading.

In addition, self-regulatory controls including trade and association cooperative activities, written codes of ethics governing business and advertising behavior developed by the advertising industry and acceptance policies implemented by newspapers, influence the content of advertising.

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Through the use of focused interviews and a formal survey, the study examined the advertising acceptability standards of the New York Times, the nation's single most prestigious and informative newspaper and the New York Daily News, the biggest and most prosperous daily in the United States.

The Times and the News cannot be held liable for publishing false and misleading advertising. However, in the interest of the reader, who is the mutual customer of the newspaper and the advertiser, the Times for more than sixty years and the News for more than forty years have maintained advertising acceptability departments to screen all advertising submitted to their respective papers and to reject claims and statements which violate their policies.

A sample of fifty retailers who advertised in the News and/or the Times were systematically chosen for examination in order to determine the advertisers' attitude toward the acceptance policies of both papers. One set of questionnaires was designed for the thirty-one retailers who prepared their own advertising copy and one set of questionnaires was designed and sent to the nineteen advertising agencies who prepared copy for the retailers included in the sample.

Since returns were sparse, only ten retailers and six advertising agencies responded, only generalizations can be drawn from the data.

Respondents were divided in their opinions concerning the advertising acceptance policies of both newspapers. Some indicated they felt, the policies were a valuable tool for preventing deceptive practices by businessmen while others, "neither accept nor reject it."

The study which also examined formal and informal controls upon advertisers, concludes that government agencies suffer from a shortage of funds and personnel which severely hamper their powers. Respondents claimed that regulations governing advertising are too broad and tend to be subject to interpretation.

The self-regulatory work of industry associations was found to be impressive, but limited to some degree by legal restrictions which prohibit these associations from acting as a "combination in restraint of trade" or from libeling the code breaker in its an-

nouncement or publicity on the case.

M.A. and M.S. Theses

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COVERAGE OF A CONTROVERSY BY NINE ARABIC NEWSPAPERS

Salim Yousef Abdul-Rahim, M.S.
University of Kansas, 1974
Adviser: John B. Bremner

On March 18, 1974, seven of the ten member-countries of the Organization of Arab Petroleum Exporting Countries decided to lift a five-month embargo on oil shipments to the United States. Two of the three other member-countries, Syria and Libya, refused to accept the decision. Iraq, the tenth member, had ignored the embargo and advocated more anti-U.S. oil nationalization measures.

The purpose of this study was to analyze the news coverage of this event by nine of the most prominent Arabic newspapers and to describe any qualitative or quantitative differences in their coverage.

The nine newspapers selected were al-Ahram (Egypt), al-'Amal (Tunisia), al-Dustour (Jordan), al-Fajr al-Jadid (Libya), al-Jumhouriyah (Iraq), al-Nahar (Lebanon), al-Rai' al-'Aam (Kuwait), al-Sha'b (Algeria), and al-Thawrah (Syria).

These newspapers were selected because each had the highest circulation among the Arabic daily newspapers in its country, and because of their availability in the Library of Congress. The period covered was March 17, 1974, to March 23, 1974.

The study found that all the papers, without any exception, showed some bias in one direction or another and played up some news and suppressed other.

The study showed also that news was mixed with opinion in the news stories of some of the papers, whereas others displayed more professionalism in their news coverage.

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A CONTENT ANALYSIS OF TIME MAGAZINE'S COVERAGE OF THE NIGERIAN CIVIL WAR JULY 1967 - JANUARY 1970

Adebisi Akanni Aborisade, M.S.
Oklahoma State University, 1974
Adviser: Lemuel D. Groom

Scope and Method of Study: This exploratory study employed the technique of content analysis to determine the performance of Time magazine in its coverage of the Nigerian Civil War from July 1967 to January 1970. The 50 key symbols used were selected from the stories published by Time on the conflict. The symbols usage in relationship to the two sides involved in the civil war were the determinant of the portrayals of the participants. The direction and dimension of these portrayals were studied, using the criteria employed by Lasswell in his study of democratic symbols as guideline with some alterations to suit the present study. Percentile tables were computed, frequency distributions were used and complex chi square and contingency coefficients were computed to determine the significance of relationship and the degree of relationship.

Findings and Conclusions: Analysis indicated significant differences in the portrayal of the Federal government in more unfavorable light than favorable in four of the five phases of the war. And that the Federal government was shown by the Time in Morality-minus, Strength-minus, while the rebels were shown in opposite light in the two dimensions. Also, it was found that Time magazine concentrated more on the personality of the leaders of the conflict and ignored the issues. The author suggests the use of local journalists in covering future international conflicts. And that objective reporting should be extended to the covering of the foreign events.

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A STUDY OF THE SURFACE ACCURACY OF THE COLUMBIA JOURNALISM REVIEW, CHICAGO, JOURNALISM REVIEW, AND (MORE)

Michael Addis, M.A.
Central Michigan University, 1974
Adviser: Raymond Laakaniemi

In the same spirit that one has the obligation to critique the performance of journalism, one has the obligation to critique the performance of the journalism reviews. If the reviews do not accurately reflect the content of their original sources, then their objectives or purposes have a reduced, and perhaps weakened meaning.

The study attempted to delineate the surface accuracy, or fidelity to the original course, of six issues of three journalism reviews in 1972. Only incidents that were objectively verifiable were documented. Of the 219 incidents considered, 72 per cent (158) were documentable. The reviews were either totally faithful to the original source (correct), or were inaccurate in some regard (error). Errors were classified as either serious, important minor, or possibly stylistic minor.

The findings indicated that 55 per cent of the total documentable incidents contained errors. Thirty-two per cent of the total errors were serious. When eliminating possibly stylistic minor errors, the percentage of serious errors increased to fifty-nine per cent. All reviews had a higher percentage of serious errors relative to the number of important minor errors.

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THE ELECTRONIC NEWSPAPER

John W. Ahlhauser, M.A.
Indiana University, 1973
Adviser: I. Wilmer Counts

Within the next few years, newspapers and all print media are facing production changes that are more radical than any since Gutenberg impressed movable type on paper. These changes could eliminate print on paper, and bring the content of newspapers into the home at any time on demand by means of a video screen with selective print-out.

This videocassette, accepted as part of the master's degree requirement instead of a written thesis, explores the problems facing newspaper distribution, surveys the existing technology, and offers predictive samples of how a fully electronic newspaper might appear in the home.

The technology review includes cable TV, computer applications, character generators, facsimile, microfilm, video recording and electronic memory devices, and a variety of home terminals and print-out alternatives. Also shown are home use systems such as experimental RICCIT and CEEFAX.

The electronically delivered "newspaper" is demonstrated in two suggested ways: by requests from a central computer or by relay of information fed constantly into home storage.

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AN ANALYSIS OF THREE OUTDOOR CLUB MAGAZINES Bass Master, Deer Sportsman, and Turkey Call

Jerry W. Allen, M.S.
Murray State University, 1975
Adviser: J. Neil Woodruff

In this study, the writer researched three outdoor club organizations; the National Wild Turkey Federation, Bass Anglers Sportsman Society, and Deer Sportsmen of America and their publications; then analyzed the first five issues historically. Using the pre-determined criteria of Bird to determine types of title, article and lead used in the publication, the author attempts to pinpoint a pattern for the club magazines. Readability for key articles of the issues under study was determined by the use of Gunning's "Fog Index."

It was found that the magazines were basically the same in format with few exceptions. Bass Master was found to use the first person narrative more than any other type article, while Turkey Call used the essay and critical writing-explanatory type more than other types. Deer Sportsman used the first

person narrative more often than any other type. Bass Master was found to use the summary lead most, as did Turkey Call and Deer Sportsman. The type of title used most frequently by the three publications under study was label. The use of Gunning's "Fog Index" based on the first 300 words of key articles revealed that Bass Master had a readability level of 8, while Deer Sportsman was 7 and Turkey Call had the highest, with an index of 12.

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AN ANALYSIS OF THE POLICY AND PRACTICES OF COMMERCIAL TELEVISION STATIONS IN FLORIDA REGARDING INFORMATIONAL PUBLIC-SERVICE PROGRAM MATERIAL

Robert Eugene Alshouse, M.A.J.C.
University of Florida, 1975
Adviser: Kenneth A. Christiansen

A commercial television station is licensed by the Federal Communications Commission to serve a given locality on a given channel; the station can operate only so long as it operates in the public interest, convenience, and necessity.

Public-service program material is utilized to fulfill partially this condition of license. This material is available from various sources such as nonprofit organizations and other local, state, and national agencies regarded as serving community interests. These sources have very little opportunity to evaluate the success or failure of their material other than by direct response from the public they are attempting to reach.

The purpose of this study was to determine the preferences of middle-management personnel at the commercial television stations in Florida, with respect to content, length, and delivery format of public-service program material.

The study was designed also to aid producers of public-service program material in the design and distribution of that material.

A questionnaire was mailed to all commercial television program directors, news directors, and public service directors in the state of Florida.

The preferences shown by the respondents were as follows: (1) In the category of spot announcements, the majority selected a 30-second length. (2) In length of features, first choice was less than 1 minute. (3) In length of programs, first choice was 3 to 5 minutes. (4) Delivery format was about equally split between 16mm film and video tape. (5) Energy conservation, ecology, and general consumer economics were the favored areas of interest.

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FACTORS AFFECTING POLICE-COMMUNITY RELATIONS: GUIDELINES FOR DEVELOPMENT

Beverly Saleeme Ammar, M.A.J.C.
University of Florida, 1974
Adviser: Glenn Butler

The social, legal, and environmental factors affecting law enforcement are identified and examined. Support is given for involving the community in law enforcement. Interviews, literature research, and letters have been used to devise a set of guidelines for urban police departments to use in directing progressive police-community relations.

The guidelines are based on a philosophy and organization that indicate police-community responsibilities in securing resources, training, explaining pertinent changes in the law, internal relations, children and youth relations, direct crime prevention, personal patrol, grievance resolution, special services, equipment procurement and maintenance, cooperative programs, media relations, and program evaluation.

The guidelines were sent to seventy-three departments for their reactions. Generally, the response was favorable to the philosophy. Specifically, it called for internal handling of grievances, increased human relations education, stricter screening of candidates, more cooperative programs, and improved media relations.

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ACCESS: AN ANALYSIS OF THE DEVELOPMENT OF AN AFFIRMATIVE CONCEPT OF THE FIRST AMENDMENT IN BROADCASTING

David Wallace Anderson, M.S.

University of Illinois
Urbana-Champaign, 1974

Adviser: Edward Douglass

This study examines the development of regulatory policy affecting the individual broadcaster's public service obligation and the public trustee concept of regulation. The access movement, as defined in this study includes demands for expanded rights of individual expression over the airwaves, access for ideas, and reform of the license renewal process brought about by the movement for audience rights.

Growing out of the social unrest of the sixties, the access movement had the general goal of making radio and television more responsive to the needs and interests of the public that broadcasters are licensed to serve. The crucial distinction between the two segments of the access movement lies in their view of the public trusteeship of broadcast licensees. Supporters of access for ideas attempt to undermine the trusteeship through asserting the right of individual self-expression over the judgment of the licensee, while advocates of audience rights attempt to re-define the trusteeship through public participation in the license renewal process.

This conflict between the access movement and the public trustee regulation of broadcasting is examined through study of court cases, FCC rulings and changes in Commission policies in response to demands by citizen groups and broadcasters. This interaction among the public, the broadcast industry and the FCC leads the author to conclude that the access movement is the beginning of more balance being introduced into decisions that affect the regulatory process. But this balance relies almost entirely upon how the public asserts itself in its relatively new role as broadcast consumer and that public participation in broadcast regulation stands as an alternative to increased governmental supervision and control of broadcasting.

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THE CALIFORNIAN, 1846-1847: PROMISES AND PERFORMANCE

William R. Anderson, M.S.

San Jose State University, 1975

Advisor: Gordon B. Greb

This study attempts to make a critical evaluation of the historical role played by California's first newspaper, the Californian, and the men who published it. The hypothesis was based on the assumption that what was printed in the Californian would reveal whether the publishers lived up to the promises appearing in their prospectus. It was also assumed, in the light of previous research, where content was checked against communicator's own professed objectives, that an assessment of the degree of the relationship between the prospectus and the causes it supported could be established by measuring the space devoted to them.

The content analysis design was based on a column-inch space measurement with a total of thirty categories being measured. Thirteen categories were predicted on the prospectus with an additional seventeen categories based on general news content. The population for this study included all issues of Volume One of the Californian, consisting of thirty-eight issues, a prospectus, and various extras and proclamations printed at Monterey between August 15, 1846, and May 6, 1847.

The results of the findings show that the publishers of the Californian devoted 56 percent of their space to subject matter that reasonably fit the subject matter of the thirteen categories based on the prospectus. The conclusions reached in this study show that the publishers of the Californian were putting out what they intended and more besides. Biographical sketches of the publishers, the Reverend Walter Colton and Dr. Robert Baylor Semple, were included to reveal the extent of the influence, character, and ability of these two men who pioneered California journalism.

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DOMESTIC U.S. SATELLITE COMMUNICATION: AN HISTORICAL ANALYSIS OF THE FCC'S POLICY FORMULATION WHICH LED TO OPEN ENTRY DECISION OF 1972

Russell W. Andrews, M.A.
University of Georgia, 1975
Adviser: Albert Hester

On 16 June 1972, the Federal Communications Commission (FCC), by a vote of 4-3, made the historic decision that it would permit all qualified applicants to provide satellite service for transmission of television, telegram, telephone and computer data signals. The "Open Skies" decision was the outward indication of the changing United States' attitude toward international telecommunications from a single global system to something quite different and yet uncharted.

The FCC approved the new policy for a myriad of reasons. One of the major considerations was to attract other companies into the long-distance communications field dominated by American Telegraph and Telephone (AT&T--ground lines/ocean cable) and Communications Satellite Corporation (COMSAT), the only entity authorized at that time and exclusively devoted to satellite communications. The FCC's action and the entire ruling process on domestic satellites is a superb example of our government, the regulatory process and industry at work in today's society.

The thesis is largely descriptive and brings together fragmentary information from wide and varied sources.

Specific thesis objectives are to:

a) ascertain the input to the FCC that led to the open entry decision;

b) examine the decision with regard to existing international agreements on telecommunications; and

c) explore the possible influence of administration policy in the decision.

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THE ROLE, PROBLEMS, AND IMPACT OF THE AMERICAN TELEVISION NEWS CORRESPONDENT OVERSEAS

William Mark Applebaum, M.S.
University of Illinois, 1975
Adviser: Edward F. Douglass

This study is the first to be specifically concerned with the American television news correspondent overseas. The effort was based on a synthesis of methodology: first-hand source material was obtained by sending questionnaires to all the overseas members of the networks' (ABC, CBS, and NBC) news corps and through conversations with journalists. Questionnaires were also sent, for comparative purposes, to the foreign news corps of Westinghouse, Inc. (Group W), Newsweek magazine, Associated Press, United Press International, Reuter's News Service, and Agence France-Presse-Letters were also sent to communications scholars in the United States.

It was found that although the television correspondents are relatively well-educated and trained in the fundamentals of journalism, they are not assigned to areas of the world in which they have expertise. Communications between home office and field are in need of repair. The television newsmen complained frequently and sometimes bitterly about the "silly requests" for stories of little news value from editors and producers in New York.

Also, all three networks hold a preference for domestic news, giving it much greater air-time than news of the rest of the world. International news that does not have immediate impact for Americans, and news of the developing world especially tend to be slighted. The flashy news piece, particularly ones that lend themselves to dramatic film, are preferred to in-depth, exploratory news.

The main problem is whether news can peacefully co-exist with the exigencies of finance. Profit is, whether one likes it or not, an integral part of the industry and news, though it is an informative part of the business, must at least break even in order to survive.

If television is, though, to portray the world "as it is" (which is the professed goal of the networks as stated in their litera-

ture) then it must be willing to re-order its news priorities and improve internal communications.

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THE EFFECT OF TELEVISION ON CHILDREN'S STEREOTYPING OF OCCUPATIONAL ROLES

Howard Leigh Arenstein, M.A.
University of Pennsylvania, 1974
Adviser: Larry P. Gross

The study attempted to determine the extent to which television viewing is a determinant in children's knowledge of three specific occupational roles: doctors, teachers, and police. The hypothesis of the research was that children, naive viewers of television drama, may receive from its content certain knowledge about the society in which they live.

Interviews were conducted among about 60 children, three, four, five and six years of age, from the Philadelphia area. The youngsters, interviewed individually outside their school classrooms, were shown eight pictures of different people and were asked to pick either a doctor, a teacher or a police person. They made this choice twice for each occupation with six different picture sets.

In making these choices, the children showed definite stereotypes in their conceptions of the type of person who can fill these occupations.

Then the groups were divided according to the amount of television that the children watched it was found in many cases that high TV viewers choose more strongly stereotyped doctors, teachers, and police at earlier ages than the lighter viewers.

When a strong stereotype was shown the response was challenged by the researcher. Many of the four and five year old children did not adhere to the stereotype when this challenge was made. Of these children, a large part would cite TV characterizations as the reason for breaking their stereotype. A woman doctor on TV, for example, might tell the child that women could indeed become doctors.

Although television was not by any means shown to be fully responsible for stereotyping in the sample, since all children exhibited this behavior, it was shown to be one factor in the early formation of concepts about these occupations.

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AGE AND AGING IN TELEVISION DRAMA: SYMBOLIC FUNCTIONS AND IMAGES

Craig E. Aronoff, M.A.
The University of Pennsylvania, 1974
Advisors: George Gerbner
Larry Gross

This study answers two basic questions concerning the presentation of characters in prime time television drama and in television cartoons: (1) What are the symbolic functions fulfilled by age in relation to other attributes? and (2) What are the attributes associated with the aging process itself?

Using "message system analysis," a form of content analysis adapted by George Gerbner for use in analyzing television drama, and data generated in the course of the Annenberg School's extensive "Cultural Indicators Project," this thesis is the presentation of the analysis of the data relevant to questions of the social symbolic functions of age and aging.

Characters in television drama are considered in terms of their sex and whether they appear in cartoon or non-cartoon programs. With this established, characters are placed into one of four social age categories and the various resulting distributions are analyzed. In non-cartoons, for instance, the period of life in which characters appear most frequently is young adulthood and early settled adulthood among females, and middle settled adulthood among males. The period of life in which characters of each sex appear most frequently is determined largely by the general symbolic functions of characters of their sex.

By exploring age distributions, a good

deal of information about the process of aging in television drama is produced. But in order to fill in some of the detail that cannot be supplied by this distributional analyses alone, age and aging are examined in relation to specific social conditions and attributes including character type ("good guy" or "bad guy"), success, happiness, marital status, type of employment and employment related activities, and whether or not characters took part in or were the victims of violent acts. In this manner, typical profiles were developed for characters in each social age category, for each sex, in each format.

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FACULTY-ADMINISTRATION COMMUNICATION AT THE UNIVERSITY OF WISCONSIN-MADISON

James H. D. Audu, M.A.
University of Wisconsin, Madison, 1975
Adviser: Robert Taylor

Higher education in America today is really a vast academic industry, whose effective and productive performance necessarily calls for a satisfied management (faculty) and an efficient, responsive and communicative executive (administration). Unresponsive to the needs of and lack of communication with the faculty on the part of administrators, would result in a frustrated and alienated faculty; a situation which will benefit neither students, faculty, administration nor the university.

The most effective remedy would appear to be a process which would enable the faculty to participate in university governance. In other words establishing an effective two-way channel of communication between faculty and administration. The need for such a channel would appear to be more pressing on large campuses and in multiversities.

This thesis looked at faculty-administration communication on a large campus--the University of Wisconsin-Madison. The purpose was to examine the system of communication and university governance being utilized and trace its history, find out faculty's perceived effectiveness of the channels of communication currently in operation on the campus, and suggest ways for improvement.

Data for the study was collected from a survey of 208 faculty members and key administrators, who responded to a questionnaire sent to 397 systematic randomly selected sample.

Being more or less a case study of faculty-administration communication on the Madison campus, this project obviously is limited in applicability to other institutions with different governmental philosophies and structures, and different lines of communication. At best, it presents one example of faculty-administration communication that might suggest benefits or pitfalls to other institutions in other situations.

64

A THEORY OF PRESS FREEDOM: MASSACHUSETTS NEWSPAPERS AND LAW, 1782-1791

Gerald Joseph Baldasty, M.A.
University of Wisconsin-Madison, 1974
Adviser: Harold L. Nelson

Although many historians have debated the meaning of the First Amendment's provision that "Congress shall make no law... abridging the freedom of speech or of the press," few have analyzed the press in the new nation to obtain attitudes of printers and writers on press rights. This study is an attempt to determine contemporary standards on press freedom in Massachusetts newspapers in the decade before the adoption of the First Amendment, to examine what legal constrains affected the press, and to see whether these constraints include the English common law on defamation.

Printers in Massachusetts 1782-91 appear to have had a theory of press freedom. To them, a free press was exempt from excessive taxation, had constitutional guarantees from government interference, and contained discussion of political measures and men short of personal abuse or threat of breach of peace.

The ever-elusive term "seditious libel," defined differently by different authors, does not fully explain prosecution of criticism of government in America. Rather, the

state of Massachusetts prosecuted defamation that broke or threatened to break the peace, as demonstrated in three cases involving printers or newspaper writers 1782-91. In one case, judges, prosecutors and defense lawyers stated they did not know to what extent the common law of England applied in Massachusetts if no colonial usage of the law existed. These three cases indicate defamation carried over into the new nation.

65

JOURNALISTS' PERCEPTIONS OF NEWS VALUES

Joseph Lamar Baldwin, M.A.
University of Texas, 1975
Adviser: James W. Tankard, Jr.

This study replicated research into reader perceptions of news values. Subjects were staff members of the Lincoln (Neb.) Evening Journal and of the Ithaca (N.Y.) Journal, and journalism students at the University of Texas at Austin and at the University of Nebraska-Lincoln.

News values perceived by journalists were consequence, complexity, depth, drama, proximity, reader benefit, conflict and objectivity.

The values were comparable to those identified by readers. The researcher concluded that while the values perceived in both studies accurately reflected journalistic procedures, they challenged the list of five news values prominent in journalism education since 1932.

66

ADAPTATION OF THE FISHBEIN MODEL TO THE TESTING OF ADVERTISING'S CROSS-CULTURAL TRANSFERABILITY

John M. Barnum Jr., M.A.J.C.
University of Florida, 1975
Adviser: Leonard J. Hooper

A persistent debate continues over whether advertisements written in one culture will maintain their effectiveness when translated and used in a second culture. Quantitative research on this matter has been contradictory and measuring techniques varied.

In order to gain more information on advertisement cross-cultural transferability, a personal survey was given to a sample of University of Florida journalism students and Venezuelan students. This survey measured the acceptability of nine United States magazine advertisements based on mean attitude scores. The ads represented three brands each of men's shoes, car tires, and 35 mm cameras. Attitude scores were derived through use of Fishbein's mathematical attitude model.

The data indicated no significant decline in mean attitude scores between the U. S. students and Venezuelan students. Secondly, brand identification interacted with mean attitude scores for each product group but not significantly between cultural groups. Lastly, mean attitude scores correlated significantly with a willingness-to-buy measurement in half the cases. Among Venezuelans, the mean attitude scores and willingness-to-buy scores correlated lower by 50 percent. In several individual cases the difference in willingness-to-buy between Venezuelan students and U.S. students reached significance at the .05 level.

Overall, the findings indicate that within the framework of this study, advertising is capable of generating positive attitudes toward products and that these attitudes are not decreased when the ads are translated and presented to a second culture.

67

A HISTORY OF THE MOUNT PLEASANT DAILY TIMES AND TIMES REVIEW

William C. Barrett, M.A.
East Texas State University, 1974
Adviser: W.J. Bell

This study attempted to record the history of the two newspapers published for the longest period of time in Mount Pleasant, Texas. From the early 1920s until they folded in 1972, these newspapers, the Daily Times and Times Review, played important roles in the transformation of Mount Pleasant from a

small farming community into a town of diversified industries.

This study examined the Daily Times and Times Review files, several books on East Texas and Titus County history, and two studies of newspapers. An interview with the publisher of the Tribune, the newspaper which brought about the fall of the Daily Times and Times Review in 1972, was also employed.

This study revealed a definite correlation between the growth of the newspapers and the growth of the town. Beginning in the latter 1920s, G.W. Cross, editor-publisher of the Daily Times and Times Review, began using his newspapers' influence to improve living conditions in Mount Pleasant, to bring in new industries, etc. The newspapers reached their peak in influence in the 1930s the period in which Mount Pleasant underwent the greatest changes.

As the Daily Times and Times Review grew and became influential, G.W. Cross gained a sense of obligation toward his town. He used his newspapers' influence to help Mount Pleasant grow, and the two editor-publishers who followed him, Hugh Cross in 1950 and W.N. Furey in 1957, continued to do so. But at the end the newspaper had not kept up with the changing times and was succeeded by one that did.

58

A STUDY OF TECHNIQUES
USED TO IMPROVE
NEWSPAPER CREDIBILITY

Jerry L. Bayne, M.S.
Murray State University, 1974
Adviser: J. Neil Woodruff

The press is more susceptible to criticism today than at any time in history. Credibility, perhaps, is the most challenging of criticisms facing newspapers. This study examines the techniques used by newspapers to improve their credibility.

Other than a review of available secondary reference material dealing with techniques suggested to improve credibility, a field study of three newspapers was conducted and a questionnaire mailed to 26 managing editors of selected major newspapers. It was believed by this researcher that managing editors, not editors, publishers, or city editors have more direct control over news flow and the content production of major newspapers.

Managing editors of the 26 newspapers ranked "most fair" and "least fair," according to a survey by Seminar magazine, were sent a two-page questionnaire. Following a second mailing, 58 per cent of the questionnaires were returned.

It was found that 100 per cent of the management surveyed believed credibility was a problem with which they must presently contend. The most effective means of improving credibility believed by managing editors was through accuracy in news reporting, ethics of fairness in reporting, a willingness to listen to criticism, retractions and corrections, letter to the editors and through establishing effective offices of ombudsmen. A thorough discussion of these techniques and others was probed in this study.

Although it was found that all the newspapers in this study conduct opinion surveys of their readers' attitudes, management personnel seemed to disagree on the reliability that surveys and polls project.

One-hundred per cent of the newspapers surveyed believe that corrections are a necessity, but opinions were divided as to whether corrections should appear on the same page which the original story with error was published. It was also found that to improve credibility, generally the management surveyed believe it was important to mark commentary or something similar on subjective articles not appearing on the editorial pages.

It was concluded that while credibility was a serious problem confronting the newspaper industry, means of improving positive credibility do exist, and are generally being implemented on the newspapers surveyed.

69

A CASE STUDY OF SPIRO AGNEW'S RELATIONS WITH THE NATIONAL NEWS MEDIA

Mark A. Bedner, M.S.
University of Kansas, 1975
Adviser: Calder M. Pickett

In November 1969, the vice president of the United States, Spiro Agnew, accused the national television networks of a liberal bias and suggested that the public complain to local stations about television news reporting. A week later, he accused the Washington Post and the New York Times of monopolizing the channels of public opinion in their communities. Agnew's criticism generated an emotional debate among newsmen, government officials, and the public over the role of the press in covering government affairs.

Newsmen accused the vice president of trying to undermine the Constitution's guarantees of a free press. Agnew's supporters argued that news reporting was becoming increasingly slanted and often inaccurate and biased. But the debate was never resolved. The historic resignations of both the vice-president and President Nixon closed the chapter on one of the most controversial eras of government-press relations.

This thesis traces the development of Spiro Agnew's relationship with the press, from his election as governor of Maryland in 1966 to the 1969 speeches. It suggests that Agnew's resentment of the press was strong enough to motivate his attacks. But the major point is that Agnew's speeches were part of a campaign by the Nixon White House to discredit criticism by the press. Despite Agnew's denials that the speeches were directed by the White House, evidence indicates that the attacks were made with the President's consent and directed by his closest advisers in an attempt to build support for Nixon's Vietnam war policies in the fall of 1969.

70

PRESIDENTIAL PRESS CONFERENCES AS RICHARD NIXON USED THEM

Thomas M. Beldon, M.A.
University of Wisconsin-Madison, 1974
Adviser: Scott M. Cutlip

Presidential press conferences have been used with decreasing frequency since about 1943. While electronic news media have moved chief executives ever closer to public scrutiny, presidential meetings with the press have tended to give way to one-way communication with American publics. The trend has been at the expense of feedback necessary for effective public leadership.

This thesis looks at the history of press conferences in terms of innovations by presidents and influences by the electronic media since the Wilson administration. Using that history as a measuring stick for news conferences, the thesis examines some early media experiences in Richard Nixon's political career leading to the eve of his Presidency. These steps were taken in order to accurately appraise Nixon's use and non-use of Presidential press conferences.

Next, the thesis examines President Nixon's uses and views of the news meetings and his increasingly abrasive relationship with the media, as recorded in press conferences. Generally, his two terms are categorized into a first term offensive against the press in the form of "Agnewism," when he substituted interviews and "conversations" for the give-and-take of press conferences, and a second term defensive of moving the meetings away from Washington before partisan audiences in "nonpress" conferences as Watergate reached crisis-like proportions.

The thesis closes with suggestions for varying press conferences in terms of increasing their usage and improving their format. It suggests a televised return to a FDR-like press conference using a "limited" format, that is, limiting conferences by subject.

71

A STUDY OF THE EFFECTS OF THE FEDERAL COMMUNICATIONS COMMISSION'S PRIME-TIME ACCESS RULE ON IOWA TELEVISION STATIONS

Thomas R. Berg, M.S.

Iowa State University, 1974

Advisor: John D. Shelley

This study attempted to examine via survey the effects of the FCC's prime-time access rule on Iowa television stations, in terms of program acquisition, program types, program audience, local news and public affairs, and opinion of station personnel regarding the rule's effects upon their stations.

The paper examines the history and background of the rule to add perspective to the Iowa survey, and discusses two other studies of the rule. After describing the methodology of the present study, it describes the actual data findings of the Iowa station survey.

The study is based on a sample of the fourteen commercial television stations in the state of Iowa. Two separate questionnaires were prepared for the survey; the first, a mail questionnaire, and the second, a personal interview questionnaire. The mail questionnaire was designed to aid the author in obtaining general information from Iowa station personnel as to the effects of the rule in their particular situations, while the purpose of the personal interview questionnaire was to enable the author to obtain specific information about the rule's effects on Iowa stations, as well as the personal reactions of station personnel to the rule itself.

The findings of the Iowa television station survey of the prime-time access rule may be briefly summarized as follows? Iowa stations indicated a preference for bartered programming in terms of initial cost, syndicated programming in terms of revenue produced, and syndicated programming in terms of ratings success. Game shows were indicated as being both highest in ratings and highest in profit margin. More Iowa stations prefer directing their access programming toward a general audience than to any one particular age group. All but two of the stations surveyed indicated that their locally-produced news shows remained the same in length after the rule. And, while over half the stations surveyed indicated an increase in public affairs programming for the access periods, the increase often came about as a result of the rescheduling of existing local public affairs shows into access time slots.

72

TWO FLORIDA DAILIES' TREATMENT OF CANDIDATES DURING THE DEMOCRATIC SENATE PRIMARY OF 1950: A CONTENT ANALYSIS OF THE TAMPA TRIBUNE AND THE ST. PETERSBURG TIMES

Colleen J. Birch, M.A.J.C.

University of Florida, 1974

Adviser: John L. Griffith

The almost solid editorial support of challenger George Smathers by the Florida press became a campaign issue during the Democratic senate primary of 1950. The relationship between editorial endorsement and news coverage of Smathers and incumbent Claude Pepper was investigated through evaluative analysis of the St. Petersburg Times, the only major daily to endorse Pepper, and the Tampa Tribune, a leader among Smathers' backers.

All nonadvertising content of a random sample of issues published during the campaign period was analyzed. Assertions were categorized for direction, source, and placement.

The hypothesis that a positive proportional relationship existed between the amount of negative assertions made about a candidate and the quantity of overall coverage he received was supported. Also it was discovered that no significant relationship existed between the direction of editorial notice a candidate received and bias in the nature of assertions made about him in a publication's news column.

73

SOME DRUG ADDICTS' RESPONSES TO THE ANTI-DRUG CAMPAIGN OR IF YOU WERE A JUNKIE, WOULD YOU BUY THAT STUFF?

Toby Bonwit, M.A.
Indiana University, 1974
Adviser: Kenneth Jackson

This professional project is a study of the effectiveness of the current television anti-drug campaign which is being sponsored nationally by government agencies and private drug rehabilitation centers. A survey of 20 adolescent residents of a private drug rehabilitation house in New York City was conducted to ascertain the attitudes of these residents toward the anti-drug use commercials they have seen on television. The general consensus of the residents was that the messages were not properly designed to effectively change the attitudes and behavior of the drug addict, and the mass media in general was not a proper vehicle for answering the very personal needs of the drug addict seeking help.

The project includes three different journalistic designs. First there is a hand designed cover and text for an in-house publication for use by the drug center itself. This includes the story of the center's founding as well as a description of the philosophies and programs of the center. Second is a page layout for a one page newspaper spread of stories and photographs based upon the survey findings, and third is the copy for the stories themselves. The proposal for the professional project is included in the appendix to the study.

74

THE PRESS-ENTERPRISE INVESTIGATION OF THE PALM SPRINGS INDIAN LAND AFFAIR IN 1967-68: ONE NEWSPAPER'S PROTECTION OF MINORITY RIGHTS

Ronald Wayne Bowes, M.A.
California State University
Fullerton, 1973
Adviser: Ted C. Smythe

The principle objective of this study was to examine and evaluate the reportorial task of the Riverside, California Press-Enterprise's Pulitzer Prize winning efforts to uncover malfeasance among judges, government officials and attorneys in the Palm Springs Indian land affair of 1967-68.

The thesis includes a chronological presentation on the relations of the white man and the Indians in California and particularly in Palm Springs, where an influx of wealthy Californians turned a quiet reservation into a $50 million real estate investment.

A primary goal of the thesis was to determine those factors which led the newspaper to devote nearly two full years to an active investigation of the misconduct, despite efforts to stop the campaign, including an attempt to arrest the newspaper's editor. These factors included access to information, a degree of co-operation from various "sides" of an issue, personal courage on the part of reporters and publishers, a degree of financial independence, a history of quality investigative reporting, and strong motivation by editors and publishers to print the truth.

75

AN IMAGE STUDY--VISUAL EXPRESSION IN COMMUNICATION

Robert Burgess Boyd, M.S.
Iowa State University, 1974
Adviser: James W. Schwartz

Because of the universality of the image in communication, it is essential that the medium be studied and fully understood. Practitioners within the medium may only be effective if they are fully aware of power which they may potentially exercise.

This study includes a survey of the history of the use of the image in communication from primitive man to the present, for today's communicator needs a basic understanding of the forces operating on this complex phenomenon.

Also included is a detailed discussion of the uses of color and black-and-white and how they affect communication in the still photograph.

The author presents a photographic portfolio in which it is intended that the principles discussed are graphically illustrated.

76

ANTICIPATION OF NEWS EVENTS IN GALLUP POLLING

Richard Byron Bronk, M.A.
University of Utah, 1974
Adviser: Milton C. Hollstein

Studies of opinion polling in Dr. Milton Hollstein's Public Opinion class at the University of Utah, 1970, raised the question of whether Gallup Poll queries anticipate as well as reflect the news. The Gallup organization has historically contended that in its question formation it does anticipate new societal trends and interests; some of its critics say that the questions are merely reflective of current headlines.

A pilot study pursued in the above mentioned class attempted to determine whether any significant portion of the Gallup questions could be called anticipatory. The method was a content analysis of poll topics, as carried in The Salt Lake Tribune weekly, compared with front-page headline news events found in the same paper. Results showed that 14.5% of the poll topics appearing in the Tribune could properly be called anticipatory. This figure was a priori deemed to be significantly high.

A hypothesis was formed on the basis of the pilot study findings: Gallup Polls not only reflect but to a significant degree anticipate the news. The hypothesis was tested in this study through an objective analysis of a complete listing of Gallup Poll questions (found in the Gallup Opinion Index Reports) during the four calendar years from 1970 through 1973. This analysis of the up-dated sample period revealed that 18.3% of the poll queries were anticipatory, thus substantiating the hypothesis.

A capsule history of polling from its recognized beginning around 1824 to the present time is included as part of Chapter I. This history is broken into two slightly overlapping major segments: (a) the Straw Poll Era, 1824-1936; and, (b) the Scientific Era, 1920-1974. Major milestones (the widespread adoption of scientific sampling techniques, notable poll successes and failures, etc.) are enumerated along with coverage of prominent personalities in the field. A review of poll criticisms--band wagon effect, lack of issue orientation, measureability of "public opinion," leading questions, small-sample efficacy, influence on democratic political processes--concludes this chapter.

An overview of Gallup's polling techniques is found in Chapter II. Included here are expert references on the efficacy of Gallup Poll methodology (sampling procedures, poll question formation, pre-testing, bias elimination, interviewing techniques, etc.).

Data central to the content analysis of the pilot study are presented in Appendices A (synopses of 1969 Salt Lake Tribune Sunday edition Gallup public opinion poll reports) and B (synopses of 1969 Salt Lake Tribune Sunday edition front-page headline news reports). Appendix C contains synopses of all poll questions contained in the Gallup Poll Index Reports for 1970-1973. Personal correspondence from Dr. George Gallup relative to his organization's techniques, orientation, operation, etc. appears in Appendix D.

Suggestions for further research, based on insights gained through examination of the hypothesis, include analysis of sample data to reveal trends in size and scope of polls; trends toward more issue rather than personality) oriented polling; trends toward questions of a more probing nature: correlations between poll data offered to, vs poll data reported by, poll subscribers; instances or trends tending to substantiate or disprove the "band wagon effect" criticism; usage of leading poll questions. An additional suggestion concerns use of a questionnaire survey to reveal public attitudes regarding the type and depth of questions posed by leading pollsters.

77

ROLE OF COMMUNICATION IN THE DEVELOPMENT OF SEX ROLE ORIENTATIONS

Jane Delano Brown, M.A.
University of Wisconsin - Madison, 1974
Adviser: Jack M. McLeod

The influence of mass and interpersonal communication on processes of socialization is illustrated through a multivariate research strategy exemplified by the effect

college peer groups' communication patterns have on the development of traditional or non-traditional sex role orientations.

A sex-partitioned sample of University of Wisconsin undergraduates (Males, 281; Females, 208) was used. A second sample of women (N=160) from a small Liberal Arts college was also used to validate the findings for the UW women students. Retrospective reports of family structures and values; pre-college competencies and values; and college structures, competencies and values were used in a multivariate analysis designed to assess the relative influence of the potentially influential factors in the development of sex role orientations. Traditionalism of sex role orientation was measured in terms of the percentage of women in the student's expected occupation. The prestige of the expected occupation was coded according to the Duncan SES scale.

Through multiple linear regression analysis causal paths of non-traditional sex role development were determined. Interpersonal communication patterns were found to play an important part in the effect of the college environment on the sex role orientation of the male students. Female occupational choice appeared to depend little on value change within the college environment as familial factors were more strongly associated with direction of sex role orientation for the females.

78

THE COMMUNICATION OF NUTRITION AND WEIGHT CONTROL INFORMATION TO A COLLEGE POPULATION

Bonnie Jeanne Brownlee, M.A.
Indiana University, 1975
Adviser: G. Cleveland Wilhoit

Despite grim reports of mass starvation in underdeveloped areas of the world, Americans continue to eat, to overeat. As they overeat, they support a $10 billion diet industry. How long such extravagance can continue in an overpopulated world is greatly debated.

If, as seems likely, even Americans will have to change their traditional meaty fare to more efficiently grown foods of vegetable origin, they will need to learn what the alternatives are. This will be the role of communication experts and nutritionists. To do their job well, communicators must know where people now get their information about nutrition and health and who they are likely to believe in adopting new habits.

The purpose of this mail survey was to investigate such concerns of a college population. Results from the random sample population show: (1) Students are concerned about both their health and weight. About half consider themselves overweight; nearly two-thirds have tried to reduce their weight. (2) Students are exposed to much information about nutrition and weight control--mainly in the form of advertising, not news or feature stories. (3) Students say they don't believe much of what they hear advertised; yet answers on knowledge questions indicate they do agree with some questionable statements presented as "nutritional truths" by food and drug advertisers. (4) Most students are aware of the many new commercial diet and health products. Many have tried them once or twice. Few use them regularly. (5) As expected, students first hear of new health and diet products through some form of mass media. In contrast, interpersonal contacts (family, friends, doctors, class lecturers) are more important in influencing trial and continued use of products.

The results indicate the media--particularly campus media--have an important educational task ahead in the dissemination of accurate nutrition and health information.

79

THE AMERICAN EXPEDITIONARY FORCE AND STARS AND STRIPES: THE AMERICAN MILITARY REPORTS WORLD WAR I

David H. Burpee, M.S.
University of Kansas, 1975
Adviser: Calder M. Pickett

Stars and Stripes, the official paper of the American Expeditionary Force of World War

I, was issued from February 8, 1918, to July 13, 1919. This thesis is an analysis of the paper from February 8, 1918, to November 15, 1918, to determine the character of the paper during the months the A.E.F. was in combat.

The first chapter provides background information on some of the key issues related to the U.S. entry into the war, the status of Journalism in the United States before 1917, and some information about the early staff members of the paper.

Other chapters tell the story of how the paper presented the news. Chapter two discusses stories that dealt with military units engaged in actual fighting. Chapter three discusses material that was neither news about the fighting nor illustrations: combat support news, combat training news, poetry, sports news, news from the United States, advertisements, editorials, letters to the editor, special columns, propaganda, and miscellaneous articles. Chapter four discusses the use of illustrations, such as comic strips and cartoons, to present news or opinion.

Major points in the thesis are that the paper was dedicated to serving the individual soldier and that it displayed emotion in telling the story of the war. The thesis suggests further topics for research in military journalism and the morale of Americans, both in the United States and in the A.E.F., during World War I.

80

COMMERCIAL RADIO AT THE UNIVERSITY OF FLORIDA: WRUF--AN HISTORICAL OVERVIEW

Edward Lane Burrows, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

This study describes the creation and development of radio station WRUF, a commercial AM and FM broadcasting facility owned by the State of Florida and located on the University of Florida campus at Gainesville.

Information was gathered from the WRUF station files, the University Archives, accounts in newspapers and other publications and from personal interviews with past and present WRUF staff members.

The study determined that WRUF was originally established in 1928, largely at the urging of a statewide citizen's group interested in creating a powerful publicity voice to broadcast the merits of Florida living to residents of northern states.

State funding support grew thin in the great depression of the 1930s and WRUF had to sell commercial advertising time to stay in operation. Also in the 1930s, the dream of a nationwide publicity voice faded away as technical limitations forced WRUF to concentrate on serving a local and regional audience.

Under the guidance of directors Garland W. Powell (1929-56) and Kenneth F. Small (1956-74), WRUF has for more than four decades provided entertainment and information to a large area of north-central Florida. In addition, the station has contributed to the training of young men and women for the broadcasting profession. Since 1930, WRUF has been staffed largely by student announcers, supervised by a cadre of professional broadcasters.

81

READING PROFICIENCY RETENTION IN SIX LESS-INDUSTRALIZED NATIONS

Robert Jose Caldwell, M.A.
University of Texas, 1975
Adviser: Ernest A. Sharpe

This is a three part study of reading theory consisting of:

(1) an investigation of the relationship of reading-as-a-process to the broader concept of literacy as a social phenomenon,

(2) a search within the literature for a plausible theory of reading from which empirically verifiable hypotheses may be generated that address themselves to the question of fluency attainment, and

(3) the analysis of field data composed of a sample of rural cultivators from less-industrialized nations in order to examine the validity of the hypotheses in question.

82

DEVELOPMENT AND IMPLICATIONS OF
A FOUR-LEVEL CO-ORIENTATIONAL
PROCESS MODEL OF COMMUNICATION

Snyder C. Caldwell, Jr., M.A.
University of Maryland, 1975
Adviser: James E. Grunig

The author conducted a communications "game" with 52 couples. Half the couples were married, fulfilling the requirement for couples having a common communication background. The other half were students in introductory journalism courses assigned to random dyads. Half the couples were assigned a topic, inflation. The other half had no topic.

The results showed a marked propensity for couples with a previous communication background to carry the communication process to completion. Complete communication is defined through a process model of co-orientation designed by the author.

The study suggests that the content of information alone is not sufficient to inform. The sender-receiver relationship sets receptivity for such information.

83

THE SURVEY NONRESPONDENT
A DEMOGRAPHIC AND ATTITUDINAL PROFILE

Beverly Barnum Carden, M.A.J.C.
University of Florida, 1975
Adviser: Ramona R. Rush

One useful method of gathering information necessary to make a complex social system function smoothly is the survey. As a research tool, the survey is useful only if two-way communication occurs. The respondent must be willing to answer the questions included in the survey. Recently the increasing numbers of persons declining to participate in surveys have become a concern to the research community.

This study examines survey nonrespondents from four recent studies conducted at the University of Florida and compares their attitudes toward survey research with the attitudes of persons who did respond to the same surveys.

Attitudes toward variations in sponsoring organizations were examined. Surveys conducted by universities were found to have greater acceptance than government or commercial ventures by the study groups.

Those questioned were generally willing to respond to inquiries about current issues as well as their own preferences and habits. They indicated reluctance to divulge information about their income or another person.

Concern for the topic provided the greatest individual motivation for replying to surveys.

The ideal survey, according to this sample would use a mail questionnaire, sent to residential addresses, composed of multiple choice items, and would require no more than 12 minutes to complete.

The "typical" survey nonrespondent was found to be older and less educated than the usual respondent. Significant differences were found between the groups when a comparison of attitudes for select variables was made.

84

ILLINOIS CABLE TV REGULATION

Scott C. Carlberg, M.A.
Western Illinois University, 1975
Adviser: William L. Cathcart

The purpose of this study was to present a comprehensive chronology of Illinois cable television regulation. At completion of the study, municipalities were the only political entity in Illinois with the express statutory ability to franchise CATV systems.

Several court cases were studied in Illinois cable's history. The earliest case determined that municipalities have the ability to franchise CATV. This power was attributed to their authority over public streets and ways. Illinois municipalities also have the statutory ability to franchise.

No statutory authority over cable exists for the Illinois Commerce Commission. A 1973 case said the Commission could not rule over cable TV as "telephone and telegraph mes-

sages," as stated in the Illinois Public Utilities Act.

The latest litigation was still in court at completion of the study. It involved the statutory ability of an unincorporated township to franchise for cable service.

The study attempts to project into the future of Illinois CATV regulation with a survey of the attitudes of state cable law. Illinois cable operators, municipal officials, and the Illinois Commerce Commissioners were surveyed. All cable operators were against state intervention in the industry. Over half of the municipal officers shared this attitude.

Of all the provisions that the state could regulate, the most popular proved to be a clarification of the franchising authorities in the state. It is a lack of clarity which prompted the lawsuit currently in litigation in the state.

The Illinois Commerce Commission displayed a lack of interest in the questionnaire. The three responses, of the five sent, were evenly split, with one Commissioner for state regulation, one against, and one "No comment."

85

ANALYSIS OF SELECTED ACCREDITED AND NON-ACCREDITED NEWS-EDITORIAL CURRICULA IN JOURNALISM

Bob A. Carroll, M.A.
East Texas State University, 1975
Adviser: W.J. Bell

Journalism education should be based on a wide and varied background of competent instruction in the liberal arts and sciences, as well as professional courses in journalism, according to the American Council on Education for Journalism (ACEJ). This study attempted to determine if any significant differences exist in the curricula of the accredited and the non-accredited news-editorial programs.

Thirty accredited and thirty non-accredited programs were selected to provide geographic distribution. Courses were divided into General and Journalism with further subdivisions of: English, Foreign Language, Science and Mathematics, Social and Behavioral Sciences, and Humanities under General; and Reporting and Writing, Editing and Graphics, Theory and History, and Law and Ethics under Journalism. Statistical tools utilized were the Kolmogorov-Smirnov two-sample test and the frequency polygon.

The study revealed similarities between the samples of accredited and non-accredited programs. Charts of the various course categories on the frequency polygons showed the greatest difference to be four semester hours in the General category (in Social and Behavioral Sciences) and the greatest difference to be eight semester hours in the Journalism category (in Theory and History). The Kolmogorov-Smirnov test, utilized as supporting data, also revealed very close similarities.

This study concluded that the curricular guidelines established by the American Council on Education for Journalism are generally followed by accredited and non-accredited programs. While individual differences do occur between the individual programs, the sequences as groups were very similar in curricular content.

86

APPLICATIONS OF UNIFIED SOCIAL THEORY TO THE DEVELOPMENT OF A GENERAL THEORY OF POPULAR CULTURE

James O. Castagnera, M.A.
Kent State University, 1974
Adviser: Jerry M. Lewis

The thesis is an extended essay in which it is hypothesized that unified social theory, derived from the sociological tradition, is applicable to the study of popular culture.

In Chapter I the author suggests that at present the students of popular culture divide themselves into two camps or factions. The first group views popular culture as the culture of mass men trapped in mass society. The second group sees popular culture as the culture of free men in a pluralist society. These opposing perspectives on popular culture the author has termed "pessimistic" and "optimistic", respectively. The debate which has raged between these two camps for more

than a century is characterized by diatribe and emotion.

To illustrate these points, the author reviews the major contributions to the literature of popular culture from Alexis de Tocqueville to the present. This review, which comprises Chapter II of the essay, serves as a vehical for the development of one of the main arguments of the thesis, i.e., that those theorists who have approached the study of popular culture using the methodologies of social science have demonstrated the highest potential for the eventual development of a unified theory of popular culture.

In Chapters III and IV the author examines the unified social theories of Sorokin, Marx, Weber, Durkheim and McLuhan, and demonstrates how the central problems, methods and models discussed by each of these theorists have application to popular culture.

The chief conclusions of the thesis are (1) that social science, rather than humanistic philosophy or literary criticism, offers the best path to a unified theory of popular culture, (2) that unified social theories already in existence are applicable to the development of such a unified theory, and (3) that diatribe and debate must give way to serious research along the lines suggested by the thesis, if progress toward this unified theory is to be made.

87

FILM AS VISUAL COMMUNICATION:
A SOCIOVIDISTIC STUDY OF FILMMAKING

Richard Megson Chalfen, M.A.
University of Pennsylvania, 1974
Adviser: Sol Worth

This is a study of one particular form of symbolic behavior: filmmaking. It is also a study of how this particular form is used as communication. For this purpose communication will be defined as being basically understood through the observation of certain social behaviors.

For the purpose of studying how filmmaking-as one specific mode of communication -is organized as social process. I have chosen to teach filmmaking groups of people in order to study and compare how they behaved in this situation. This study describes how eight groups of teenagers were taught to make films using 16 mm equipment. These groups can be categorized into four clusters: (1) black "lower class," (2) black "middle class," (3) white "lower class," (4) white "middle class," which represent both male and female informants. In order to make the social process involved in learning a communication comparable and available for analysis, I decided to use an exactly similar method in teaching all eight groups of teenagers. All groups were provided with the same technological information and the same amounts of cameras, film and other technological requirements of filmmaking.

The purposes of this study are twofold: first, to develop a method by which a symbolic mode in general and a particular mode, filmmaking, can be studied; and second, to present a demonstration of this method and the results of this particular analysis. To this end, an analytic scheme, based on the work of Worth and Hymes, was developed and is called in this study the sociovidistic scheme of analysis.

The results of the application of this scheme to my teaching of filmmaking to eight groups, their behavior while filmmaking and the films they made are analyzed and discussed in terms of (1) the usefulness of the analytic scheme, (2) the pattern of communication revealed, and (3) some of the social implications of the use of symbolic materials by different segments of our society.

88

EXTERNAL PROPAGANDA OF THE
PEOPLE'S REPUBLIC OF CHINA

Te-Cheng Chang, M.A.
University of Oklahoma, 1974
Adviser: Karlen Mooradian

Three major areas of Red China's external propaganda are examined in this study; war and revolution, China's reunification, and refugees in Hong Kong. According to the Chinese Communist external propaganda in the

field of war and revolution, the dictatorship has to fulfill three basic tasks: (1) defeat and overthrow imperialists, revisionists, and reactionaries in order to establish the rule of the proletariat in the world, (2) mobilize the oppressed and the exploited masses of the country and draw them into the process of building socialism so as to govern them; and (3) organize socialism and liquidate the classes so as to effect the transition into the classless socialist society.

As to China's reunification the study found that the efforts focus on the overseas Chinese and the Chinese student in the United States in an effort to persuade them to support the reunification of China and regain the control of the 15 million people now governed by Taiwan.

With regard to the Hong Kong refugee problem, the author found that while it has no apparent connection on the surface with the external propaganda of China, it is, nevertheless, recognized as a defense propaganda or counter-propaganda designed to counteract the reports published outside mainland China, which quote those who have fled Red China and who depict it in a less than favorable light.

89

COGNITIVE SIMILARITY AND COMMUNICATION EFFECTS

Mei-Chin Chen, M.A.
University of Washington, 1975
Adviser: Richard F. Carter

The research objective of this exploratory study was to observe whether cognitive style contributes to dyadic understanding and dyadic satisfaction in a specific situation context - a problem-solving task.

The major concern was to develop a mechanism for the observation and construction of cognitive style, which refers to the way people see things, i.e., the way people construct their cognitive "pictures" of things, ideas, etc.

A new methodological instrument called "PIX" invented by Carter enabled the construction of cognitive similarity and cognitive dissimilarity conditions for pairs of individuals.

"PIX" is a graphic illustration (drawing) of certain elements and relationships which represent most commonly used ideas and idea fragments. Therefore, a picture constructed of them has a direct reference to our ideas. An individual's pictures have characteristics which represent some major features of his ideas. Similar and dissimilar cognitive style as an independent variable was operationalized by analyzing individuals' picture characteristics.

A coorientation situation was created by pairing Ss with similar and dissimilar cognitive styles to work on a problem solving task, and to come up with a joint response.

The dependent variables - affect and cognition - were measured based on Ss' responses to a 12-item questionnaire at the end of task.

The findings suggested cognitive similarity - i.e., a common mode to share ideas - to be a facilitative condition in coorientation. People who were matched on the similarity of their cognitive styles communicated more effectively, they also gained greater satisfaction from performing the problem-solving task.

90

THE EFFECT OF FINAL PAUSE DURATION AND VOWEL DURATION UPON THE COMPREHENSION AND DELAYED RECALL OF ORAL PROSE

Kevin Michael Connors, M.A.
University of Texas, 1974
Adviser: Wayne A. Danielson

Vowel and final pause duration were separately manipulated in order to determine the effects of their variations on listening comprehension. An acoustic method was developed to distinguish final (voluntary) pauses from phonetic (involuntary) pauses.

The results indicate that compressing vowels by a ratio of .42 and less (at least 58% of the original duration remaining) significantly impairs listening comprehension. Reducing the average final pause duration (.4

sec in the normal condition) to .2 and .1 sec significantly impairs comprehension, but not significantly more in the .1 sec condition than in the .2 sec condition. This suggests that final pauses serve as "chunk" markers rather than as information processing time periods. The interaction effect was not significant.

91

WALTER LIPPMANN: A STUDY OF AN AMERICAN CONSERVATIVE

Kathleen K. Constanzi, M.A.
University of Maryland, 1975
Adviser: Richard D. Hoyt

The survey of Lippmann's work shows a consistent wish to place authority in a small, select group. In A Preface to Politics and Drift and Mastery (1914), he called upon an elite coalition of statesmen and scientists to assume leadership. In the New Republic article "Insiders and Outsiders" (Nov 13, 1915), Lippmann differentiated between those who direct public affairs and those who do not. "Leaders in the Rank and File" is a theme and chapter in Public Opinion (1922), as in "Agents and Bystanders" in the Phantom Public (1927); Lippmann felt that the art of governing should be entrusted to experts, like the statesman/humanist of a Preface to Morals (1929). During the depression, Lippmann wanted the government to serve as intervenor. Then in the Good Society (1937), government became arbiter and guide, whose functions were administering justice and organizing the "inchoate mass." Lippmann steered an unreasoning public away from charisma and jargon during the war years. For the drifting and alienated public of the 1950's he proposed the public philosophy and a stronger, revitalized executive.

Faith in a small corps at the top has been a trait of other seminal conservatives. The British statesman Edmund Burke, considered by some to be the father of modern conservative thought, placed his faith in a "natural aristocracy." Alexander Hamilton, a conservative counterpoint to the republican ideals of Thomas Jefferson, believed that "all communities divide themselves into the few and the many." The first class should govern the second, he said, and should behave like proper statesmen. In 1831, Alexis de Tocqueville, a young French nobleman, wrote Democracy in America, in which he outlined the dimensions of a potential tyranny of the majority if the raw force of public opinion held sway.

92

W.D. SMITHERS, PHOTOGRAPHER-JOURNALIST

Mary Katherine Cook, M.A.
University of Texas, 1975
Adviser: Robert S. Kahan

Contained in libraries at the University of Texas at Austin are more than 8,000 photographs and 2,000 pages of manuscripts that comprise the W.D. Smithers Photography Collection.

This collection documents the history of the American Southwest and Mexico for the years 1910-1970 as seen by a man who lived in the region all his life.

This thesis is a biography of the man who built that collection. It contains a description of Mr. Smithers' life including his careers as a photographer, journalist, author, artist, mule packer, Army cook, inventor, mapper, businessman and historian. Samples of his photographs are included.

93

THE HISTORY OF THE PENAL PRESS IN INDIANA STATE CORRECTIONAL INSTITUTIONS

Michael W. Cooney, M.A.
Ball State University, 1974
Adviser: Mark Popovich

This thesis is a history of all known publications of Indiana Boy's School, Indiana Girl's School, Indiana Woman's Prison, Indiana State Farm, Indiana State Prison and Indi-

ana Reformatory at Pendleton. Indiana penal institutions were among the first in America to allow inmate newspapers and magazines. The six institutions studied published at least twenty-seven different publications during an eighty-year period.

The history of the penal press in Indiana was traced through reading every available issue of each publication and through personal interviews with past and present inmate staff members and administration personnel. From the information gathered, a detailed account of the journalistic talents of inmate writers, the varying styles of the publications and the institutions, as well as a complete content analysis, is presented.

The first Indiana penal publication was the Plainfield Reformatory. Published at the institution of the same name (later Indiana Boy's School), the first issue of the Plainfield Reformatory was dated February 15, 1893. The most durable publication also came into existence during the 1890's. The Reflector, published first at Jeffersonville prison and later at Indiana Reformatory at Pendleton, survived several content and format changes during its seventy-five year existence. The Reflector was discontinued in 1972. During the existence of the Reflector, most of the other Indiana penal publications began and ceased publication. Many were short lived; often only an issue or two were published.

Content prior to 1940 consisted primarily of feature and outside news material. With the exception of the Reflector, post 1940 content concentrated on inside news and inmate views. The Reflector did not become inside and inmate oriented until 1949. In each of the publications, the degree of censorship was the force which determined both direction and content.

Indiana penal publications were the recipients of many awards. The height was reached in 1963 when both the Lake Shore Outlook (Indiana State Prison) and the Pendleton Reflector (Indiana Reformatory) were ranked among the top ten penal publications in America. Now, just eleven years later, the Indiana penal press barely exists. Only the high school newspaper The Boys School Herald and Super Star Spectrum (Indiana Boy's School and Indiana Girl's School joint effort) is still being published.

This study was begun as a result of reading the book An Eye For An Eye, written by the inmate staff of the Lake Shore Outlook. The book contains censored material not allowed inside the pages of the Lake Shore Outlook. Smuggled out of Indiana State Prison, An Eye For An Eye was the first of a series of events leading to the cessation of the penal press in Indiana.

The conclusions of the study show the relationship of An Eye For An Eye and the decline of the penal press in Indiana. It also concludes little prospect is in store for the reinstitution of penal publications, but that reinstitution is needed to provide the utilization of talent and allowable expressions of individuality important to successful rehabilitation.

94

A COMPARISON OF THE COVERAGE OF THE BOLSHEVIK REVOLUTION BY THE ATLANTA JOURNAL AND THE ATLANTA GEORGIAN

Robert Stephen Cross, M.A.
University of Georgia, 1974
Adviser: Albert L. Hester

This thesis is a comparative message analysis of the coverage of the Bolshevik takeover in Petrograd in November 1917. The two newspapers studied were competing afternoon dailies in Atlanta, Ga. The Journal then belonged to a local company and the Georgian to the William Randolph Hearst chain. Two important collections of original documents (translated into English; the author cannot read Russian), one edited by John Bunyan and H. H. Fisher and the other by Robert Browder and A. F. Kerensky, were used to check the historicity of the reportage.

Three lines of inquiry were set up: comparative accuracy of the two papers, comparative completeness of the two papers, and comparative rapidity of reporting specific facts. It was easily established that the Journal contained many more factual errors, but also was much more complete in its coverage, and was as much as two days ahead of the Georgian in getting specific events reported in the news columns. The factual errors re-

ported were divided into categories, and it was established that most of the Georgian's errors were misstatements of the facts of military conflicts, while most of the Journal's errors concerned the roles of the political leaders involved in the revolution. This proved that the Journal tried harder than the Georgian to explain the political issues behind the fighting.

95

DESIGN TRENDS IN EDITORIAL PRESENTATION: A SURVEY OF BUSINESS COMMUNICATORS

Mary Anne Gillis Culpepper, M.A.J.C.
University of Florida, 1974
Adviser: Ramona R. Rush

There are more than ten thousand business publications in existence today. They include both internal and external publications which are designed to improve employee relations, convey the company message to the public, and in some instances, act as a sales tool.

In order to gain more information on design and editing techniques in business publications, a mail survey was sent to a systematic, random sample of 439 editors whose names were selected from the membership rolls of the International Association of Business Communicators (IABC). Three hundred and sixteen, or 73 per cent, of the questionnaires were returned.

From these responses a profile of the typical business publication was developed. It is a four to eight page monthly magazine published for employees. Printed offset by a contract printer, the type is a transitional roman, ten point with one point leading. It is set justified. The headings are predominantly sans serif, cap/lower case. Approximately one-third of the printed material is art, of which 80 to 100 per cent is photography.

Similar profiles were developed for the various publication formats-magazine, newspaper, and newsletter.

The business publication is expanding and developing as a medium of communication. Its overall design is becoming more attuned to the expectations of its publics. While format does play a role in design capability, cost is a secondary consideration, and both may indeed be subordinate to creative use of the imagination.

96

FUTURE OF CABLE TELEVISION IN EDUCATION

Sandra Harriet Cutler, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

The study analyzed the claimed potential of cable television for primary and secondary education. This entailed examining possible applications of cable television, including instructional television, computer-assisted instruction and two-way feedback uses, and relating those to the needs of the educational institution.

The study examined the basic technological characteristics of cable television and demonstrated how its multiple channel capacity and two-way feedback potential lend themselves to a variety of educational uses. By comparing cable television to other instructional media, such as broadcast television, film, closed-circuit television and instructional television fixed service, the study indicated that under certain situations cable television might be the most cost effective means of transmitting educational information given the condition that the instructional programs are fully integrated into the curriculum.

The claimed uses of cable television in teaching and education range from teacher training to student productions of Shakespearian plays. The study illustrated these applications, with real-life examples where they exist. Cable television can offer schools the opportunity to originate and/or schedule programming to meet their specific needs. In many cases, cable operators have

assisted schools with their cable systems by providing equipment and labor at cost.

The second section of the study examined cable television from the educator's perspective. It addressed the following questions: How can cable television facilitate education? To what extent should cable television be introduced in schools to contribute to meeting the objectives of the educational system? The thirty-year history of instructional television suggests that ITV has not lived up to its claimed expectations. Given the relatively small demand for programming, the market for instructional programming cannot presently support the production quality programs.

The study analyzed the institutional arrangements of the educational profession and concluded that it is not in the vested interests of the existing institutional structure, which includes both administrators and teachers, to accommodate itself to the implementation of cable television in the classroom. Administrators participate in a decision-making process based on short range objectives rather than long range ones, which cable television falls under. Moreover, teachers are given no incentive to use instructional technologies. Many appear threatened by the encroachment of cable television on their authority in the classroom and their security in their positions.

The study concluded that cable television cannot be justified as an educational delivery system, given the present institutional constraints, within the next five to ten years. The last section recommended the direction of change that could be made for educators to utilize cable television as a means of achieving better quality education at a reduction of per pupil costs.

97

"LET ME SPEAK TO THE MANAGER"--WFAA-TV'S FIRST PRINCIPLE OF PUBLIC ACCESS

Russell Edward Dealey, M.A.
University of Texas, 1974
Adviser: Ernest A. Sharpe

The specific intent and desired purpose of this thesis was to investigate a man named Mike Shapiro and his Sunday night, prime time telecast entitled "Let Me Speak To The Manager." Within the thesis was described the overall success and respect which has been attributed to both Shapiro and the program.

The research project entailed in-depth interviews with Shapiro and a worthy investigation of the program itself. This inspection included all pertinent facets of production, desire, and purpose pertaining to "Let Me Speak To The Manager."

98

THE APPLICATION OF MASS COMMUNICATION THEORY TO THE OPERATIONS OF THE TRANSIT INDUSTRY

James LeRoy Deatherage III, M.S.
Oklahoma State University, 1975
Adviser: Walter J. Ward

Scope and Method of Study: During recent years, the role of public transportation in the nation's urban areas has been expanded and encouraged. This development has come about as the result of the problems stemming from the usage of the automobile. Many urban areas are utilizing transit as an alternative to the automobile and as a means of reducing auto congestion. This new role for transit, historically a depressed industry, implies a dynamic role for public transportation in the transport marketplace. Therefore, the adoption of the discipline of marketing seems essential to the success of transit improvements. The use of mass communication theory as a basic structure for a marketing strategy is explored. The results of the efforts of the Metropolitan Tulsa Transit Authority are reviewed as a case study.

Findings and Conclusions: The Metropolitan Tulsa Transit Authority began an expansion of services in 1972. In attempting to increase passenger awareness of the improvements, a marketing strategy was devised and implemented. During the second stage of this strategy, communication theories on the diffusion of innovations were utilized as the basic philosophical structure for a marketing program. The result was a tremendous increase in patronage.

Therefore, the study concludes that mass communication theory has been shown to be a potentially effective transit management tool.

99

LIBEL LAW 1970-1973
THE NEW YORK TIMES RULE
AND
STORIES OF PUBLIC INTEREST

Dwight O. Deay, M. S.
University of Kansas, 1974
Adviser: Del Brinkman

The U. S. Supreme Court left two important questions unanswered in the 1971 Rosenbloom case: What is a "story of public interest"?; and what is "reckless disregard for the truth"?

Rosenbloom was a distributor of nudist magazines, a private citizen, who, according to the court, became involved in a story of public interest when he was charged with selling pornography. The ruling in the 1964 New York Times v. Sullivan case applied equally to public figures and private citizens, the court said.

The Times rule meant that Rosenbloom could not recover damages for Philadelphia radio station WIP's erroneous report that he peddled obscene literature, unless he proved WIP recklessly disregarded the truth.

Future state and federal decisions, the court suggested, would define "a story of public interest" and "reckless disregard for the truth." This thesis, through case studies, outlines the definitions of these terms by U.S. courts from 1970 through 1973. Before Rosenbloom, several state courts correctly anticipated the Supreme Court by ruling that private citizens involved in a story of public interest must prove that defamatory statements were published with knowing falsity or reckless disregard for the truth.

The research ended three months before Gertz v. Welch Inc., which ruled that a private citizen needed to prove reckless disregard for the truth only if he sought punitive damages.

The thesis concludes that newspapers publishing deliberate falsehoods can recklessly disregard the truth in at least seven ways and that, except for gossip mongering and invasion of a person's sex life, a reporter's right to report news of public interest is almost unlimited.

100

AN HISTORICAL AND DESCRIPTIVE
STUDY OF THE CINEMATIC
VAMPIRE FROM 1922 THROUGH 1974

James Joseph Desmarais, M.A.
California State University,
Fullerton, 1975
Adviser: George Mastroianni

This study traces the history of the vampire in cinema from its first appearance in Nosferatu in 1922 through Andy Warhol's Dracula in 1974.

Divided into two sections, the first part of this thesis includes a discussion of the major vampire films from around the world and the movements and trends that have influenced them. Included in this section are such chapters as the vampire in literature prior to its first appearance on the screen, Dracula and the vampire films of Bela Lugosi plus the Dracula sequels. There's also an extensive look at such early vampire classics like Nosferatu and Vampyr as well as a study of the films of Christopher Lee and Hammer Films. In addition, there are chapters devoted to the vampire in America, the vampire around the world, and the television vampire. There is also a concluding chapter which includes a summation of a number of the conventions found to be contained in most vampire films. These included the sexuality between the vampire and its victim, the use of religious motifs, and the ritualized death scenes.

The second part of the thesis includes a filmography of over 180 films discovered to contain a vampire element. In addition to the title plus any alternate title it may have, each entry includes the year of release, the director, the distributing company, the major players, and a brief annotation. There are also lists of non-vampire films with misleading titles, vampire films announced but as yet unmade, plus a list of vampire shorts, cartoons, and tabletop animations.

101

SING A SONG OF SIXPENCE:
THE 1959-1960 PAYOLA SCANDALS AND
SUBSEQUENT LEGISLATION

Barbara A. Diekhans, M.A.
University of Washington, 1974
Adviser: Don R. Pember

The 1959 payola investigations concentrated primarily on the payola practices taking place in the radio-music industry. This thesis traces the fact of payola in the music industry, and the radio business when radio successfully joined music and broadcasting, and defines the practice from a historical perspective. Radio and the recording industry blended in the rock and roll era of the fifties to create an intricate system of bribery connecting the performers, the record companies and the disk jockeys. The congressional inquiry into the payola practices of the broadcaster prompted the Federal Communications Commission and the Federal Trade Commission (the two regulatory agencies most closely tied to the supervision of broadcasting) to instigate their own investigations into the problem from their respective points of view: the FCC concentrated on the role played by the broadcasters; the FTC investigated the fair practices implications involving the record companies. State legal authorities focused on the criminal aspects of the practice of accepting and offering bribes.

This thesis details the events of the multi-pronged investigations, as well as discussing the impact of these investigations upon the record and radio industries, the music world and the public. The immediate results of the payola scandals and investigations were a flood of recommendations from all sides, administrative rulings, legislation--all in the attempt to control payola practices--and legal prosecutions.

The basic conclusion of the thesis is that the scandals of 1959 opened the eyes of the public and the regulatory bodies to the under-the-table behavior of, among others, the disk jockey, but the exposure of this behavior did little to halt the activity as evidenced in the more recent outbreaks of payola of the sixties and the newly defined payola of the seventies--"drugola." Furthermore, this study questions the capability of any governmental agency or legislative body of eliminating an apparently acceptable business practice of giving and receiving favors.

102

PROFILES OF THREE NEWSWOMEN

Gioia E. Diliberto, M.A.
University of Maryland, 1975
Adviser: Ray E. Hiebert

Pauline Frederick (NBC United Nations correspondent), Meg Greenfield (deputy editor, editorial page, the Washington Post), and Helen Thomas (chief, United Press International White House correspondents), are three women who have achieved unprecedented levels of achievement in a male dominated profession. Their professional and personal lives are examined here in the context of their news organizations and their involvement in politics.

What does it take to become a successful journalist? What pressures, obstacles and sacrifices are peculiar to women in the profession? How do some of our largest, most prestigious news organizations regard and treat their female reporters and editors? What is it like being the only woman on a campaign bus or flying over a war zone? How does a career in journalism affect a woman's personal life? Under what circumstances do newswomen have an advantage over their male colleagues?

These are some of the questions this work has tried to answer through profiling the lives of three remarkable newswomen.

103

MIAMI HERALD v. TORNILLO:
PRESS FREEDOM AND PUBLIC ACCESS

Marilyn G. Dilley, M.A.
University of Wisconsin, Madison, 1975
Adviser: William A. Hachten

On June 25, 1974, the Supreme Court of the United States ruled, in The Miami Herald Co. v. Pat L. Tornillo, Jr., that a Florida law providing for political candidates' right to reply to a newspaper attack was unconstitutional. The case originated in Dade County, Florida, in September, 1972, when Tornillo

was a candidate for the Democratic nomination for a seat in the Florida House of Representatives. The Miami Herald published two editorials questioning Tornillo's integrity. Tornillo, after sending two replies to the newspaper which The Herald refused to print, filed a civil action under Florida's compulsory publication statute 104.38.

This thesis is concerned with freedom-of-the-press issues involved in the case, and with implications of the Supreme Court's unanimous decision declaring the statute unconstitutional. Libertarian and social responsibility principles underlying a free press and a right of public access to the press are reviewed. Briefs, court opinions and decisions, and case law cited by each side are analyzed to determine how the case affects the individual right to free expression and the functional right of the press to free expression.

The major conclusion of the thesis is that Tornillo has strengthened the free speech and press clause because of the Court's reliance on libertarian principles to reach the decision. If the Court decides to project this line of reasoning to television and radio free press conflicts, the Tornillo decision would have a major impact on a case challenging the constitutionality of government regulation of broadcast media.

104

INSTRUCTIONAL MATERIAL FOR A CLASS IN STILL PHOTOGRAPHY AND PHOTOJOURNALISM

Dennis R. Dimick, M.S.
University of Wisconsin, 1974
Adviser: C. Burnett

This project is designed as a basis for a still photography class in the Department of Agricultural Journalism at the University of Wisconsin - Madison.

The objective of the project is to organize available instructional materials for communication photography into a package which could easily be used in a still photography class.

The instructional materials provided will give an instructor basic instructional aids which can be used in that class. Each section has instructional materials which can be used as the basis for lecture sessions.

In addition, most sections have visual aids, either transparent slide, or mounted black and white prints, that can be used with their accompanying scripts as a basis for class lecture and discussion.

105

EFFECTS OF THE FEMINIST MOVEMENT ON MAGAZINE ADVERTISEMENTS

Janet L. Dooley, M.S.
The University of Tennessee, 1975
Adviser: Sherilyn K. Zeigler

This study examined effects of the feminist movement on the content of magazine advertisements directed toward the feminine market. Areas of investigation included: (1) assessing the need for feminist appeals in advertising, (2) determining perception of differences in feminist appeals between ads from pre- and post-feminist periods (the latter beginning in 1968), and (3) assessing effectiveness of feminist appeals.

Group interviews were conducted with a random sample of married women students at The University of Tennessee, Knoxville. Respondents completed questionnaires pertaining to portrayal of women in selected ads, while they viewed slides of the ads.

Results indicated there have been some feminist influences on advertising following widespread acceptance of feminist ideology. First, all respondents indicated a need for feminist advertising appeals; "feminists" expressed a stronger desire for these appeals than did "non-feminists," while both groups felt the appeals were needed more in ads for family products.

Second, all respondents perceived a greater degree of feminist appeals in ads from the post-feminist approaches. Finally, feminist appeals were most effective in helping respondents relate to ads, and in stimulating "[illegible]ing" of ads...somewhat less effective in influencing purchase decisions...and ineffective in procuring attitude change or recall of ad content.

106

A REVIEW OF THE CONTROVERSY
OVER NEWSMEN'S PRIVILEGE

Glenn Newton Dotter, M.A.
University of North Carolina, 1975
Adviser: A. M. Secrest

An examination of the controversy over newsmen's privilege is presented as a series of five articles intended for newspaper publication. The purpose of the articles is to present to the average reader the dimensions of this problem, which involves a newsman's right to keep his confidential sources of information secret.

The first article provides a general overview of the subject as well as some of the philosophical arguments pro and con. The second article examines the relationship between reporters, their sources, and the government.

The third article reviews some of the more important court cases leading up to and including the Supreme Court's decision in Branzburg v. Hayes (1972). The fourth article examines the impact of that decision on the journalism profession and subsequent court cases.

The final article focuses on the issues involved in formulating shield laws to protect newsmen from revealing their sources. The situation in the various states and the chances of Congress passing a federal shield law are examined.

107

A TEST OF
THE LUDENIC NEWSREADING THEORY
USING R-FACTOR ANALYSIS

David M. Dozier, M.A.
California State University
Fresno, 1975
Advisers: W. J. Ingenthron and
R. C. Adams

The Ludenic newsreading theory of William Stephenson has not been tested empirically since its introduction. Moreover, the theory is a product of Q-technique and its Methodology. This study was an attempt to test logical implications of the theory by way of R-factor analysis. The testing was vis-a-vis student demands on student newspapers.

Study respondents were a random sampling (n=220) of some 5,600 full time and on-campus students at California State University, Fresno. Respondents were asked to evaluate 20 opinion statements as to "your ideal of how a newspaper should function." The statements were selected in terms of quasi-balanced block design; they represented political, informational and play demands, and were scored on a Likert-type scale. Resulting questionnaire data were subjected to factor analytical and varimax rotation procedures on a CDC 3170 computer.

Six factors emerged that were significant--i.e., with eigenvalues greater-than-one. Due to ambiguous loadings one of these (FIII) was not interpreted. The other five--interpreted in terms of R-methodological procedures--were: Factor I/Journalistic Idealism; Factor II/Moral Responsibility; Factor IV/Social Responsibility; Factor V/Journalistic Independence, and Factor VI/Journalistic Entertainment. Reinterpreted in terms of Q-methodological procedures, Factor I fitted the logical demands one would expect from Stephenson's mature reader. Factor VI contained the logical demands of Stephenson's pleasure reader. Factors II, IV and V were not strictly suggested by Stephenson's typology, but they are the utilitarian-type demands of his non-pleasure reader.

108

DOROTHY PARKER'S CONTRIBUTION
TO LITERARY JOURNALISM DURING
THE FIRST HALF OF THE TWENTIETH CENTURY

Valerie Marttila Dueber, M.A.
Kent State University, 1974
Advisor: Harvey Saalberg

The 1920's and 1930's marked a literary springtime in New York City, and Dorothy Parker was an established wit and literary figure, hobnobbing with luminaries such as Robert Benchley, Marc Connelly, George S. Kaufman, Harold Ross, and Alexander Woollcott. These people, who blended theatre with jour-

nalism, made up the famous Algonquin Hotel Round Table, a luncheon circle from which a refreshing new humor emerged during ambivalent times in the United States.

However, Dorothy Parker was more than a party wit, quoted and misquoted around New York. She was a literary journalist; a special breed of writer who not merely reports the news of events, but reports the news of life for the discriminating reader. Her drama and book reviews that appeared in Vanity Fair and The New Yorker during those years reflected an acute awareness of the literary world around her. But, most important, was her uncanny ability to write about her keen observations with imagination, humor, and precision.

109

POTENTIALS OF CABLE TELEVISION IN EDUCATION WITH EMPHASIS ON THE TEACHING OF ENGLISH

Virginia Tebyrica Eaton, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

The study analyzed the potentials of the application of cable technology to formal instruction, programming which can be useful to the high school English teacher, and the value of cable to the classroom.

Instructional cable television has many potentials. It can increase the effectiveness of classroom techniques through application to various learning situations, make available a wide range of program types, expand limited resources, enrich the learning experience, increase communications between schools through interconnection and create a means for quick dissemination of new instructional methods and discoveries.

Barriers to the implementation of cable instruction exist both in the school system and in the community. Some of the most common barriers are due to prejudices and misconceptions held by teachers, administrators, and citizens; and some are due to the effort a teacher must make to learn to adapt his teaching in such a way as to make the best use of the system. Misuse of the cable system, leading to failure, can also create barriers to further implementation.

The establishment of an educational cable program requires the overcoming of barriers and some insurance that the potentials of cable will be utilized. This, in turn, requires precautions against loss of authority, over-centralization, and over-enthusiasm. For the most part, programming is the most important factor in the successful implementation and maintenance of an instructional cable system. Obtaining the hardware is the simplest, while producing the software is a difficult and continuous process. Context, uniqueness, and localness are three factors which stand out as being essential to a successful program. The use of cable in Berks County, Pennsylvania, substantiates this.

The study concluded that the use of cable in the school system would help improve education.

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A STUDY OF RADIO LISTENERS IN INDIA TO THE FAR EAST BROADCASTING COMPANY, MANILA AND THE FAR EAST BROADCASTING ASSOCIATION, SEYCHELLES

Anne Ediger, M.A.
Syracuse University, 1974
Adviser: Robert S. Laubach

This study deals with listeners of two Christian broadcasting organizations beaming radio programs into India: the Far East Broadcasting Company (FEBC), Manila, Philippines, and the Far East Broadcasting Associates (FEBA), Victoria, Seychelles. Aims and purposes of FEBC/FEBA are to serve the threefold nature of man--physical, mental and spiritual--by means of Christian radio programs.

Listener response over a period of years has shown that the audience reached is not the audience aimed at primarily. In order to ascertain reasons for this, this study was undertaken, seeking audience demographic information, their listening patterns, program and station preferences, and other program-related information. Of 18 languages in which FEBC/FEBA broadcast programs into India, four were chosen for the survey: Tamil, Telugu, English, and Hindi. A total number of 4,832 questionnaires were mailed,

and 3,430 returned, realizing 70.98 per cent returns.

The data show that the largest percentage of the listening audience is comprised of high school and college students between the ages of 17 and 20. The great majority of listeners are Christians. Listeners indicate a distinct preference for Christian message programs; they also favor music and song of all description, news, programs for youth, and drama.

Implications of these findings indicate that a change in program type and format will be necessary in order to reach more of the intended FEBC/FEBA audience. Much more attention will have to be given to the type of program that appeals to youth, and to the non-Christian. A credible news service should be established.

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PREPARATION AND EVALUATION OF A SAMPLE OF ETHNIC-ORIENTED MATERIAL FOR ADULT NEW READERS

Judith A. Ellison, M.A.
Syracuse University, 1974
Adviser: Robert S. Laubach

With the advent of black studies, blacks have been demanding material of black ethnic content. Spanish, Indian, Asian, and other ethnic groups in the United States are also crying for material that portrays their group in a realistic, positive light.

In this study 107 adult new readers--black, white, and Indian, male and female, teenager to older adult--evaluated a pamphlet, Kwanza: A Celebration, an example of black ethnic material developed by the investigator.

The purpose of the evaluation was to see if blacks, in fact, do respond positively to black ethnic material and to see if they respond more positively than non-blacks. Respondents also were asked to react to other ethnic material--television programs, periodicals, biographies, books and pamphlets.

Blacks did respond more positively to black ethnic material than did non-blacks. Whites responded more positively to white-oriented material than did non-whites. Indians responded more positively to the Indian ethnic titles than did non-Indians. There were exceptions, however. Respondents' age and sex were at times significant, which means that factors other than race are involved in a person's preference toward ethnic material.

Generally, though, members of a racial or ethnic group respond positively to material that realistically portrays their group. Thus, material of ethnic appeal can be used to motivate handicapped readers, to teach them to read, and to enhance their self-concept and pride. Moreover, material of ethnic appeal can promote interest and understanding among all of America's people.

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THE PARTIES, THE MEDIA AND POLITICAL KNOWLEDGE

H. Stuart Elway, M.A.
University of Washington, 1975
Adviser: Alex S. Edelstein

This thesis was an exploratory study designed to test the relative usefulness to individuals of political parties and mass media with regard to political knowledge.

Because we were interested in the individual's use of his party, usual conceptions of party structures and functions were not pertinent here. By conducting a random sample survey with open ended items, we allowed each respondent to define "political party" for himself, in terms of its usefulness to him. This conceptual approach, and its methodological implementation, distinguishes this study from most party research.

The study was removed from an electoral context in hopes of generating insight into the functions parties perform from day to day for those who identify with them. Much is known about the relation of an individual to his party with regard to voting. Almost nothing is known about that relation between elections.

The results of the study were clear. Using partial correlations to test alternative causal models, it could not be demonstrated that political parties were perform-

ing any linking functions between citizens and political actors. Party identification showed no correlation with respondent knowledge about the state legislature. Nor were party identifiers more likely than non-identifiers to have anything to say to legislators.

Those most likely to have information to share with legislators were most knowledgeable of legislative events. And those most knowledgeable attended to the greatest number of mass media. Thus, mass media appear to be performing effectively as facilitators of political linkage in terms of information/instruction. The parties do not.

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JAMES J. KILPATRICK:
A CONSERVATIVE AT WORK AND
JANE GREY SWISSHELM: FEMINIST/EDITOR

Kathleen L. Endres, M.A.
University of Maryland, 1975
Advisers: Ray E. Hiebert
Richard W. Lee

The first part of this thesis studies one of the most influential conservative columnists in America. The paper reviews his political philosophy, his writing style, his views of the press, and his role in the Washington Press Corps. The paper is based on conversations with Kilpatrick, and interviews with other members of the Washington Press Corps.

The second part of the thesis is a study of one of the early women journalists in America, Jane Grey Swisshelm. The study traces her life through her Pennsylvania years, when she was responsible for state women's rights legislation, to her Minnesota years, where she helped form the Republican party. In addition, Mrs. Swisshelm also opened the congressional press gallery to women and edited her own newspapers when few women did such things. The paper provides an analysis of Mrs. Swisshelm's role in politics and women's rights progress.

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THE RELATIONSHIP OF POLITICAL
OPINIONATION TO ATTITUDES TOWARD
JOURNALISM AND THE JOURNALIST'S ROLE
AS EXPRESSED BY UNIVERSITY JOURNALISM
STUDENTS AT THE SENIOR LEVEL

Richard D. English, M.A.
University of Missouri, 1974
Adviser: Keith P. Sanders

This was an attempt to discover what relationship, if any, exists between the political opinionation of journalists-to-be and their attitudes toward the function of journalism and the role of the journalist. Testing was limited to university journalism students at the senior level in Missouri, California, Texas, Ohio, Michigan, South Carolina and New York.

The expectations were that "liberal" students would reject the traditional codified guidelines in journalism of "responsibility" and "objectivity" and that "conservative" students would sustain those codes.

Political opinionation was measured with the use of Rokeach's Opinionation Scale (1961). The wording of the statements was revised where necessary to add timeliness. Attitudes toward journalism and the role of journalists were measured with the use of Q-methodology as developed by Stephenson. Spearman and Pearson Product Moment Correlations were used to correlate one with the other.

Four "types" or attitudinal groups emerged from the testing: (1) Marginal Traditionalists, (2) Strict Traditionalists, (3) Situational Traditionalists and (4) Activists. There was a close relationship between Types One and Four and Types Two and Three. Elements differentiating the former two from the latter two most often pertained to journalistic ethics. The former two exhibited an approbation for situational ethics whereas the others remained legalists.

Opinionation was found to be just left of center. It was found that regardless of opinionation, there was an overwhelming belief by the students that the traditional guidelines of "objectivity," "reporter responsibility," and "information gathering" remained pertinent and valuable.

Regardless of opinionation, these journalists-to-be believe that it is possible

for a journalist to separate his opinionation from his role. They sustain, regardless of the activism of the late 1960's, a strong belief in the value and intentions of "objectivity," "information gathering," and "reporter responsibility."

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THE TEXAS OPEN RECORDS ACT: A HISTORY AND AN ASSESSMENT

Robert Hays Etnyre, Jr., M.A.
University of Texas, 1975
Adviser: Norris G. Davis

A history of the Texas Open Records Act was examined to judge the success of the Act in transforming the substantive concept of "freedom of information" into a constructive, workable procedure. The history consisted of three inquires; the odyssey of the Open Records Act through the Texas Legislature, its implementation by the State Attorney General, and its judicial record in Texas courts. The historical analysis pointed to five weaknesses in the Act that limited its ability to provide access to government-held information. Despite these weaknesses, the Act's strengths--particularly a section commanding the State Attorney General to issue decisions regarding access disputes between a requester and a governmental body--marked a good beginning in achieving the procedural framework to insure "freedom of information."

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THE ROLE OF WOMEN IN PUBLIC RELATIONS

Lynne S. Farber, M.A.J.C.
University of Florida, 1975
Adviser: Glenn A. Butler

This work is the result of an analysis of information relating to female public relations practitioners in the United States. It concludes a historical study of a woman's place in the public relations field by means of reviewing the literature dealing with this subject. Specific aspects covered include discrimination, salary, changing attitudes toward women in public relations. Additionally, the careers of several leading women in public relations are noted; two recent studies of female public relations practitioners are reviewed, and women in the work force in general are discussed.

The original research for this thesis consists of a nation-wide survey of 265 female public relations practitioners. This survey was based upon a random sample drawn from the Public Relations Society of America Register. Each woman received a questionnaire designed to explore not only her job status but her feelings about her career. Data are analyzed in two parts. First, factual data such as job position, salary, age, and educational background are presented. Secondly, questions regarding the feelings of these women toward their profession are discussed. This section covers feelings of discrimination, participation in policy decisions, and career satisfaction. Finally, a summary and conclusion complete this study on the role of women in public relations.

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THE COMPOSITION, PRODUCTION AND EFFECTS OF TELEVISION NEWS DOCUMENTARIES: A CASE STUDY OF WHAS-TV, LOUISVILLE, KENTUCKY

Virginia Dodge Fielder, M.A.
Indiana University, 1974
Adviser: J. Herbert Altschull

This case study traces the development and effects of a news documentary produced in 1971 by WHAS-TV, Louisville, Kentucky. The documentary, Louisville: Open City?, was a two-hour expose of vice and corruption in Kentucky's largest city.

Four elements which play a crucial role in the composition of news documentaries are discussed: (1) subject matter; (2) overall purpose; (3) control by subject or theme; and (4) point of view. The interrelationships among these elements are analyzed through an in-depth examination of the composition of the WHAS documentary.

Factors which influence the production

of local news documentaries are enumerated and classified according to whether they discourage or encourage this type of programming. The influence of each of these factors upon WHAS is discussed in an attempt to clarify the effects each can have upon the decision-making processes of broadcast managements and news personnel.

The effects of Louisville: Open City? are discussed, specifically in terms of whether or not the documentary's stated purposes were achieved. Several factors are suggested which appear to enhance the probability that a news documentary will be influential.

This study also traces the historical development of the news documentary at both the network and local station levels and suggests strategies local broadcasters may adopt to increase the use of news documentaries as effective public service tools.

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MASS MURDER IN THE REDWOODS:
A COMPARATIVE ANALYSIS OF THE PRESS COVERAGE GIVEN TO THE THREE MASS MURDERS IN SANTA CRUZ, CALIFORNIA, AND AN INQUIRY INTO THE EFFECTIVENESS OF NEWS GAGS

Bobbie Arlene Fink, M.S.
San Jose State University, 1975
Adviser: David Grey

The First Amendment right to freedom of speech and freedom of the press which encompasses the right of the public to be informed is believed by many to conflict with the Sixth Amendment right of accused persons to a fair trial. One method by which the judiciary has sought to end this conflict is gagging officials from discussing a case with the news media.

In Santa Cruz County, California, there were three mass murders in a four-year period. After each suspect was apprehended, a news gag was issued. This thesis examined the need and effectiveness of each news gag.

The first mass murderer was John Frazier in 1970. A news gag was issued in an unsuccessful attempt to keep Frazier's trial in Santa Cruz. The second mass murderer was Herbert Mullin in 1973. A news gag was issued in an effort to keep additional information from being disseminated, but several new bodies were discovered after the gag was issued resulting in over twice as much information being disseminated about Mullin after the gag than had been before. The third mass murderer was Edmund Kemper in 1973. A news gag was issued in an unsuccessful attempt to keep information about Kemper's psychiatric condition out of the press.

Two research methods were used for this thesis: content analysis of Santa Cruz daily newspapers and personal interviews with representatives of law enforcement, the judiciary, and the press who were affected by the gags.

Findings of the content analysis include the following: The most incriminating evidence came prior to or concurrent with the apprehension of each suspect--before the news gag could be issued. During news gag periods, information was gagged which the public should have known in order to protect itself. When news gags were issued shortly after the apprehension of the suspect, nothing could be said to favor the defense although much had been said to favor the prosecution, but when the gag was issued later, both sides had the opportunity to discuss their case with the press.

Attitudes generally held by interviewees included the following: It is the nature of the crime rather than the press coverage which arouses community hostilities. Responsible facts do not hurt a defendant's right to a fair trial. The Santa Cruz press was responsible in its coverage of the mass murders, but there were problems with the metropolitan news media which reach the Santa Cruz area. News gags are not effective.

Suggestions toward eliminating the apparent conflict between fair trial and free press were better cooperation between press and law enforcement agencies, responsible reporting by all involved in the dissemination of crime information, and juror education programs.

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THE EFFECTS OF RACE AND SEX ON THE PERCEPTION OF POLITICAL FIGURES

Jack S. Fishman, M.A.
University of Pennsylvania, 1974
Adviser: Larry Gross

A 2X2X2X2 factorial design (N=160 undergraduates) tested the effects of: (a) race of communicator (white vs black), (b) sex of communicator, (c) race of subject (white vs black), and (d) sex of subject, on the perception of political figures. Dependent variables consisted of 16 bi-polar person perception scales.

Results of analysis indicated the following significant main effects: (1) black communicators were perceived as more confident than white communicators, (2) female communicators were perceived as both more stable and more unchanging than male communicators, (3) white subjects perceived communicators as both deeper and more competent than black subjects, and (4) female subjects perceived communicators as both more fair and better (more good) than male subjects.

Those significant interactions that appear most relevant indicated that: white subjects perceived white communicators as less competent than black communicators; black subjects perceived white communicators as more competent than black communicators; white males perceived black communicators as less intelligent than white communicators; black subjects perceived white communicators as less stable than black communicators; female subjects perceived female communicators as less competent than male communicators; male subjects perceived female communicators as more competent than male communicators.

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THE IMPACT OF THE FUTURE ON THE NEWSPAPER

Herbert Paul Ford, M.A.
California State University, Northridge, 1975
Adviser: DeWayne B. Johnson

In terms of itself print journalism has devoted most of its attention to the past and the present. During less complex times this backward-sideward look proved adequate if not rewarding. The complexity of modern society, however, with its onrush of technology and threats to traditional American freedom of the press, calls for a look in a third direction--the future.

It is the development of alternative scenarios of the future, through the formation and consistent functioning of futures study groups, that newspaper problems of the future may be more easily met. By the study of numerous possible futures, and in the setting of strategies to accommodate each, newspapers may more effectively meet tomorrow's challenges.

Because it deals with the probable rather than the actual, study of the future is sometimes considered little more than science fiction. However, futures study, with its attendant, growing body of literature and developing methodology, has already made significant contributions to an awareness of the future in business and industry. Its contributions, if sought, may provide significant help to the newspaper business.

The actual written or visual depiction of futures scenarios has a contributory effect both in stimulation of the depictor to help "make it happen," and in commending futures study to others. The testing of print journalism scenarios of the future among editors, publishers and reporters is likely to stimulate action eventuating in the development of more newspaper futures study groups.

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CABLE TELEVISION: A STUDY OF PUBLIC ACCESS

John Allen Frair, M.A.
East Texas State University, 1974
Adviser: Otha C. Spencer

The Federal Communications Commission issued regulations in 1972 requiring all cable systems within the top one hundred television markets to make available to the public at least one channel on the cable systems on a first-come, first-served, non-discrimi-

natory basis. This channel would have studios and equipment furnished without charge. Since cable television has the potential for fundamentally altering the current pattern of television programming and radically affecting communications between individuals and groups within the society this study reviewed the history of cable television and public access and the issues involved in the use and regulation of access channels.

The study traced the history of cable television and public access through published material, litigation, and Federal Communications Commission rulings. Public access channels in operation before the Federal Communications Commission ruling were studied and compared. Through the comparison of public access channels in New York City and smaller communities, the study pointed out problem areas in use and control of public access and showed different methods used to regulate, finance, and promote the access channels.

Many of the fears of both governmental agencies and private groups that the public access channels would: (1) not be used, (2) be censored because of political reasons, and (3) be used only by radical groups have not been borne out. The study found different problems and solutions in small communities and large cities and that the Federal Communications Commission's policy of diverse experimentation will produce information for future decisions on the federal, state, and local levels.

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DEVELOPMENT OF THE PUBLIC RELATIONS CAMPAIGN FOR THE 1975 MOUNTAIN STATE ART & CRAFT FAIR

Sharon Lynn Stricker Frazier, M.S.J.
West Virginia University, 1975
Adviser: Edward C. Smith

The thesis describes the public relations campaign for the West Virginia Mountain State Art & Craft Fair, and relates the history of the Fair.

Product of the arts and crafts movements of the 1930s and 1960s, the Fair was originated in 1963 to celebrate the West Virginia centennial.

Now held on the Fourth of July weekend, near Ripley, WV, the Fair draws 50,000-70,000 visitors. Public relations students in the WVU School of Journalism designed and implemented the promotional campaign for the 1975 Fair. With a $9,000 budget, some 15 students planned the promotion campaign nearly a year in advance of the 1975 Fair.

The thesis describes how theories of learning, motivation, attitude, and attention were applied in the public relations campaign. Two theories of communication--the two-step flow theory and the diffusion process theory--are discussed in relation to their function in the campaign.

The campaign relied heavily on the mass media: radio, television, newspapers, magazines, brochures, billboards, and bumper stickers.

In the thesis, a survey plan is offered by which officials of the Fair may evaluate the seven public relations tools. Should the survey be conducted, it would reveal where fairgoers came from and which tools they saw or heard before coming. The public relations practitioner can better plan future campaigns by analyzing the survey data and by relating the data to campaign objectives, population density, distance and/or driving time, types of highways, and media coverage available.

123

CHANGES IN SCIENCE WRITING SINCE 1965 AND THEIR RELATION TO SHIFTING PUBLIC ATTITUDES TOWARD SCIENCE

Sharon M. Friedman, M.A.
The Pennsylvania State University, 1974
Adviser: John M. Harrison

A nationwide survey of science writers assessed changes in science writing and science writers since 1965. It asked the way they wrote and whether science writing was affecting public attitudes toward science.

Major changes found in science writing since 1965 included increased interpretative reporting, the use of more reader-relevant information within science articles and the presentation of science in a more unfavorable light than in 1965.

Changes in the type of science writer

showed younger writers--those aged 20-30--to have taken more science courses and prepared for science writing while still in college. Most writers over 31 entered the profession after working in general journalism. Younger science writers were more skeptical about the science establishment than did their older colleagues.

Public attitudes toward science were considered more negative than in 1965, with environmentalists, consumer activists and popular scientist-critics cited as most anti-science. Many science writers indicated changes in their own attitudes toward science and the way in which they write their articles due to changed public attitudes. Negative science articles were also thought to reinforce negative public attitudes toward science.

A model of attitudinal change toward science among the public and science writers is hypothesized, indicating the existence of an almost-closed communication network between anti-science groups, science writers and officials of the governmental and scientific establishments.

124

INFORMATION AVAILABILITY AND INFORMATION SHARING: A STUDY OF STRATEGIC CONSIDERATIONS MADE BY ASIAN AMERICAN COMMUNITY LEADERS

Rita Fujiki, M.A.
University of Washington, 1975
Adviser: Brenda Dervin

This thesis explores some ideas about types of information as they are available and shared in a factionalized community setting. The distinction is made between two kinds of information that are necessary for the movement of the collectivity: 1) information availability, the extent to which information can be accessed by the individual; and 2) information sharing, the extent to which an individual can access the strategic preferences of other individuals in the community. A four part typology of information about strategic considerations pertains to both kinds of information: 1) goals; 2) barriers to reaching goals; 3) solutions to barriers; and 4) criteria for evaluating solutions. These strategic considerations were posited here to operate together as a unidimensional, cumulative scale of complexity (goals=least complex, criteria for evaluating solutions=most complex). The findings indicate that the unidimensional, cumulative structure of information applied for information availability but not for information sharing.

This reflects the factionalized state of the Asian American community. While strategic information seems readily accessed by community leaders, information sharing seems to be homogenously low, so that an adequate exploration of this concept could not be made here.

Factionalization in the community was seen to be most evident in the varying degrees of assimilation in the community. It was conceptualized here in the context of community standards. Hence, relative assimilation, in essence a z-score for individuals as they deviate from the mean of assimilation for the community. It was hypothesized that those closer to the mean would be better at accessing and sharing information. Findings confirmed this for information availability but not for information sharing (for the reasons discussed above). This finding runs counter to some truisms about the "middleman" or "marginal" individual who supposedly does not fit well into either ethnic or Anglo culture. What we find here is that middlemen are most able to access information about strategic considerations for the community.

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AN EVALUATION OF PUBLIC RELATIONS AS PRACTICED BY SOUTHWESTERN BELL TELEPHONE COMPANY

Eddye S. Gallagher, M.A.
North Texas State University, 1975
Adviser: Tae Guk Kim

This study presents a detailed analysis of the public relations organization, objectives, and practices of Southwestern Bell

Telephone Company, Dallas, Texas. Information sources included interviews with telephone company public relations personnel, company publications, and other publications. The five chapters deal with the history and development of the company and its public relations program, and the organization, functions, and operations of the public relations department.

With a long and varied history of public relations activities, the company executes numerous activities for employees, customers, educational institutions, the community, stockholders, and the media. The study recommends that the department establish a committee to formulate long-range public relations goals, initiate a management orientation program, and advertise in area high school and college publications.

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HISTORY OF THE PLANO STAR-COURIER 1873-1973

Judy W. Garret, M.J.
North Texas State University, 1975
Adviser: Reg Westmoreland

This study traces the history of the Plano Star-Courier. Information was obtained from newspaper files, interviews, and directories.

The thesis is divided into six chapters: Chapter I introduces the study; Chapter II chronicles the founding of Plano and the first newspaper publications; Chapter III concerns consolidation of the newspapers in Plano; Chapter IV traces the changes in ownership; Chapter V describes the newspaper under family ownership and corporation ownership; Chapter VI summarizes the history, influence, and future of the Star-Courier.

This thesis combines the history of the Plano Star-Courier and the previously unwritten history of the town. For 100 years, the Star-Courier reflected the attitudes, values, and needs of people in the community.

127

A DESCRIPTIVE CONTENT ANALYSIS OF SELECTED ISSUES OF TRUE CONFESSIONS, MODERN ROMANCES, AND TRUE STORY, MAY, 1972 THROUGH MAY, 1973 AS A CRITERIA FOR FREELANCE WRITERS

Tommie Geveden, M.A.
Murray State University, 1975
Adviser: Robert H. McGaughey

The puspose of this study was to present criterion for freelance writers in the confession magazine field by means of a descriptive content analysis of selected issues of True Confessions, Modern Romances, and True Story, from May, 1972 to May, 1973.

Areas of analysis were sentence lengths, structural patterns of stories, quantitative description of the narrator, amount of dialogue, frequency and length of passages containing descriptions of sexual acts and narrator's reaction to the incident, lead types, and the broad subject basis of the narrator's story. Ninety-nine articles were examined among the four selected issues from each publication.

The average sentence length among all three publications was 13.82 words. It was found that about 45.6 per cent of the stories followed a "five-step" structural format: "lead," "tie-in" with the basic story line introduced in the lead, "flashback" to an earlier time, "tie-in" once more to the main plot, and "moral tag" containing what the narrator learned during the course of tne story. Within this average format, 1.1 per cent of the story was the lead, 10.4 per cent was the first tie-in, 24.1 per cent was the flashback, 60.3 per cent was the second tie-in, and 4.1 per cent was the moral tag. The length of the average article was about 6,218 words.

Narrators were female in about 82.9 per cent of the stories examined. The average female narrator was married, had two children, worked in a business office, was twenty-seven years old, resided in a house rather than an apartment, and was a high school graduate. The average male narrator had been married for seven years, had no children, was thirty-four years old, and worked in a job involving either skilled labor or management.

Dialogue occupied 29 per cent of the average article and was most frequently found

among plot segments in the initial tie-in. Descriptions of sexual acts were found in about one half of the confessions stories; male narrators tended to be more positive toward sexual experiences and to relate proportionately more sexual incidents than did females. Of the seven lead types listed by George L. Bird in Modern Article Writing, the "narrative" was used in about 50 per cent of the articles.

About 21 per cent of the confession stories hinged on some "communication" problem. Other "character flaws" in order of their frequency of use concerned "involvement," "preoccupation with appearances," "protectiveness," "faith," "lust," "selfishness," "materialism," "responsibility," "preoccupation with the past," "character judgment," "submissiveness," and "jealousy."

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A BIBLIOGRAPHIC REVIEW OF RESEARCH IN THE FIELD TECHNICAL MANUAL USABILITY

Jay Jerrold Goldberg, M.A.
California State University, Fullerton, 1975
Adviser: Martin Klein

This thesis is a review of experimental studies and surveys in various fields that relate to, and can be applied to, the usability of technical manuals. After an initial discussion of the current state of experimental research in the field of technical manual usability, this paper presents the findings of some surveys of users and their opinions of the strengths and weaknesses of technical manuals. The study provides a review of research that lends itself to rectifying some of the weaknesses.

The research reported is in the fields of readability, typography, illustrations, and printing. From the findings of these studies, conclusions are drawn on how technical manuals might be designed to be more useful. Areas that require further research are cited.

The thesis includes an index and an extensive (129-entry) bibliography covering both cited works and additional reference material.

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THE USES OF COMMON CARRIER REGULATION IN DATA COMMUNICATIONS

Douglas Daniel Goldschmidt, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

This thesis presents the Federal Communications Commission's decision in 1971 to allow competition in data and specialized common carriage as a case study on the effects of the F.C.C.'s use of its regulatory powers over common carriers, the ability of A.T.&T. to affect the implementation of the F.C.C.'s decision, and the effects of A.T.&T.'s actions on the development of competition in data and specialized carriage.

The market structure in interstate telecommunications as well as the effects of F.C.C. regulation on that structure are discussed in order to indicate the major sources of A.T.&T.'s power--its control over factor inputs through its control of Western Electric and the Bell Labs, its horizontal monopolization of interstate communication, and its control of 83% of the overall telephone business in the United States. The agenda of the F.C.C. and the development and conduct of the data and specialized carriers' businesses are seen to be strongly affected by A.T.&T.'s actions directed at preserving its monopoly over interstate communications.

Bell's arguments against competition on the basis of losses of economies of scale or losses of beneficial cross-subsidies to residential users, attempts to forestall interconnection of the specialized common carriers to the Bell networks, proposed costing methodologies, proposed competitive rate structures, and new services, are each analyzed in terms of their rationale, their effect on the development of competition, and their relation to Bell's larger responsibilities to provide monopoly telephone service.

Finally, the F.C.C.'s role in common carrier regulation in the face of new competition is criticized for its failure to adequately plan or anticipate the market structure which would arise in a market with weak new competitors and A.T.&T., and in its failure to consider the effect of the existing market structure in telecommunications on its decision which could radically change

that market structure. It is concluded that the development of a competitive market structure in telecommunications, and the full reaping of the benefits of modern communications technology, will only come through market planning, including anticipation of externalities, and structural analysis of markets and industries, by the F.C.C.

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READER USAGE AND CONTENT EVALUATION OF A SCIENTIFIC JOURNAL, LABORATORY ANIMAL SCIENCE

Barbara Glenk Good, M.A.
Ohio University, 1975
Adviser: Byron Scott

The purpose of this study was twofold: (1) to examine the readership of one scientific publication, in an attempt to learn more about its particular audience; and (2) to gain some insight into the relationship between the professional person and his professional publication, particularly as that relationship pertains to the medical journal.

The audience of Laboratory Animal Science was questioned regarding use of and opinions toward the journal. Areas examined were: (1) attitudes toward content and editorial policy; (2) the manner in which the journal is used; and (3) the nature of the audience presently receiving the journal.

The research tool was a questionnaire mailed to a random sample of subscribers to Laboratory Animal Science. It consisted of multiple choice, ratings, dichotomous and open-end questions.

Responses to the questionnaire reflected current trends in medical publications. There were, for example, a number of requests for this particular journal to publish material in a more unspecialized, concise and less time-consuming manner, underlining the need of the medical person to learn the latest advancements and gain additional knowledge in a direct, easily accessible form. Also emphasized was a desire for more articles of a practical, immediately applicable nature.

Results showed that one important role the medical journal plays is that of reference book. A majority of respondents stated that the way they use Laboratory Animal Science is to read articles of interest to them and then save the book for future reference.

Responses to the survey suggested that there are ways medical publications can be restructured to facilitate reading and understanding. Readers requested, for example, the implementation of key words at the beginning of articles; the moving of certain sections to different places in the journal; the instituting of a cumulative index; beginning a news and short note section. These recommendations indicated that readers of medical publications, restricted as they are timewise, need a professional journal that is not only informative and up-to-date, but easy to "get around in" as well.

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A METHOD OF INVESTIGATING THE SOCIAL MEANING OF ODOR IN A TIME CONTRAST SITUATION

Karen Miller Goodman, M.A.
University of Pennsylvania, 1974
Adviser: Ray L. Birdwhistell

The study explored a method of ascertaining the social meaning of odor in two different time periods; the earlier period spanned the years 1890 through 1910, and the latter period covered the late 1960's and the early 1970's. Odor-related advertisements and informants representative of each time period were selected. Context analysis techniques were adapted to determine whether conceptions about odor in magazine advertisements: (1) correspond, for each time period, with reported social practices taken from interviews, and (2) change across time in relationship to changes in informants' reports.

Conceptions about odor among earlier advertisements, later advertisements, earlier interviews, and later interviews were highly consistent. An association of odor with social class and position was suggested by the data. Higher social class membership was associated with social desirability and preferred social odors. Similarly, lower social class membership was related to lower social desirability and unacceptable social odors.

Surprisingly, only one major difference

across time was observed. In later advertisement and interview samples, it was suggested that higher class people made themselves fragrant for the purpose of romantic involvement with members of the opposite sex. In the earlier advertisements and interviews, fragrances were, seemingly, utilized more frequently to signal one's social position to members of the opposite sex and, unexpectedly found, to members of the same sex.

The findings of this study allow the conclusions that: (1) odor has a definite meaning in social contexts, and (2) this meaning is relatively stable across time. However, because of the exploratory nature of this study, the resulting data must be viewed as indicative rather than conclusive of trends present in society during the two time periods selected for study.

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CORRELATED ASPECTS OF CAREER MOTIVATION IN AIR FORCE INTERNAL PUBLICATIONS

PETER ANTON GOUBERT, M.A.
University of Texas, 1975
Adviser: Ernest A. Sharpe

This study seeks to explore a possible correlation between commitment to a long term military career and favorable attitudes toward Air Force internal publications. The experiment compares readership attitudes of a career oriented group to those held by a randomly selected Air Force group, containing a mixture of careerists and non-careerists. The overall results show that careerists hold significantly more favorable attitudes toward the tested periodicals than do non-careerists, as measured by the Mann-Whitney U test. Specifically, careerists rate the evaluative dimensions of credibility, familiarity, depth of readership and informativeness significantly higher over all tested periodicals.

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AN ANALYSIS OF THE FREQUENCY OF READERSHIP AND INFLUENCE OF A HOME FURNISHINGS TRADE MAGAZINE

Harriet H. Greaney, M.A.
North Texas State University, 1975
Adviser: Tae Guk Kim

Market Place is a home furnishings trade magazine circulated free to approximately 35,000 employees in the home furnishings industry. The problem with which this investigation is concerned is that of determining whether three demographic characteristics, including type of business, position, and experience, affect frequency of readership or influence of the magazine.

Questionnaires were mailed in the spring of 1975 to a random sample of 1,000 recipients of Market Place.

Analysis of the data showed the groups hypothesized to read most frequently and to be most influenced by Market Place did not read and were not influenced most frequently.

The major conclusion of this study is that recipients of Market Place have a high frequency of readership of the magazine.

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THE ROLE OF CCTV IN THE LIFE OF THE CORPORATE COMMUNITY

Eleanor Gibson Hale, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

The study examines the use of television in its utilitarian applications by industry, referred to as closed circuit television or CCTV. First, CCTV is placed within its historical perspective, dating back to the twenties; then the current uses of CCTV in all its many and varied forms are detailed; the trends for the future, and the role of planning in the path of future growth are also described.

The main thrust of the study focuses on the use of CCTV in its specific application as a medium for employee communications as a truly modern manifestation of the Human Relations school of management, and also as a new application of a new communications technology. The intersection of these two roles with within one CCTV function, makes it an ideal focus for the study of the role of planning in developing humanistic capabilities and for exploiting the full technological advantages of a medium. By means of a survey, loosely based on a systems approach, representatives from corporations all over the country were queried about the criteria they used for implementing the video technology for employee communications. The results of the survey

indicate that during this formative period of the use of CCTV for employee communications, the planning process is a haphazard one and full of glaring deficiencies; it is characterized by lack of shared knowledge among users industry-wide, and lack of guidelines set down by individual companies, for example, no established set of credentials for practitioners, no overall objectives for the use of the medium, ignorance of any pertinent media research, and no adequate feedback mechanisms. In spite of all of these glaring deficiencies, the users of CCTV are buoyed by a blind belief in the efficient characteristics of the medium and its impact, and plan to expand its use. The study calls for increased systematization in the use of the medium, and more rigorous evaluation of its strengths and weaknesses by those who use it.

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PROFESSIONAL ASSOCIATION MEMBERSHIP, PROFESSIONAL SOCIALIZATION AND THE PROFESSIONAL ORIENTATION OF THE PUBLIC RELATIONS PRACTITIONER

Kirk Edward Hallahan, M.A.
University of Wisconsin - Madison, 1974
Advisers: Jack M. McLeod
Scott M. Cutlip

This study explores the professional orientation of the public relations practitioner in the context of professional association membership in an effort to measure the professional development of contemporary public relations and to analyze the possible role of the professional association in the process of professional socialization, one of three broad sub-processes which this study suggests comprises the process known as professionalization.

The study presents a professionalization paradigm, defining a profession as an occupation that exhibits a high degree of professional socialization, professional organization, and professional recognition. As one dimension of professional organization, it hypothesizes that the professional association serves as an agent of professional socialization and thus contributes to a more professional orientation among member-practitioners.

Professional association membership is operationalized using membership in the Public Relations Society of America, the largest association of PR practitioners in the United States. The study compares the survey responses of 161 PRSA members to those of 65 non-members in order to consider five broad subjects which were selected for investigation.

No statistically significant differences are found between the member and non-member groups regarding either their professional values and norms, or their concern for conformity to professional norms. However, statistically significant differences are found in the dimensionality of practitioners judgments, their self-criticisms of their performance, and their perceptions of PR as a profession. Specifically, this study finds that PRSA members are more highly evaluative in their judgments, more critical of their performance, and consider PR considerably less professional than do non-members.

The study concludes that while statistically significant differences are found between members and non-members, the results do not necessarily support the socialization hypothesis. It suggests that because no differences are found in practitioners' values and norms, professional association membership instead may be a form of self-selection, in which practitioners who are highly evaluative and critical, or who view PR as unprofessional, seek out professional association membership.

In addition to considering the role of the professional association in professional socialization, this study also sought to provide empirical evidence related to the professional development of public relations. It concludes that there remains a wide divergence of professional values and norms in the field and that the practice lacks a strong professional orientation. Much remains to be done before public relations can consider itself, in the full meaning of the term, a profession.

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SHEPPARD V. MAXWELL:
A STUDY OF IMPACT

W. Scott Handley, M.A.
University of Wisconsin, 1975
Adviser: William A. Hachten

Dr. Samuel H. Sheppard was convicted in 1954 of second degree murder in connection with the death of his wife. Massive and sometimes prejudicial publicity began almost immediately with the discovery of the murder and did not abate until after his conviction.

In 1966, in a major decision dealing with the relationship between free press and fair trial, the Supreme Court of the United States granted his petition for a writ of habeas corpus. The Court ruled that his trial had been unfair because of prejudicial publicity which had saturated the Cleveland area and because of the trial judge's failure to control disruptive influences in the court room.

In Sheppard, the Court for the first time set down guidelines on how to avoid such problems. Sheppard was re-tried and acquitted in a proceeding marred by none of the theatrics of the first trial.

This study traces the events of the case, starting with the murder and then moving chronologically to Sheppard's acquittal. It then examines examples of the cases in which subsequent decisions have cited the Sheppard opinion. All such cases were researched, as listed in Sheppard's United States Citations.

From mid-1966 up-through mid-1974, this constituted 521 cases and 536 opinions. Approximately 70 percent of these cases were disposed of unfavorably to the party which brought the action. Bringers of actions have had to do much more than merely cite Sheppard in order to gain their objectives.

Major conclusions of this study are that the Sheppard guidelines for controlling problems of prejudice and publicity are performing well and that their performance has been satisfactory to the U.S. Supreme Court. This study also concluded that there is little or no chance of their being amended.

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MODELLING THE NEWSPAPER FIRM:
A COMPUTER SIMULATION

Joseph McGarvey Harper, M.A.
University of Texas, 1975
Adviser: A. Richard Elam, Jr.

This thesis develops a mathematical model of the newspaper financial system. The model is designed to predict newspaper income statements given selected variables. Data from the newspaper industry were used in formulating the equations in the model. The model was tested on data from six newspaper operations under four sets of conditions. A computer program to simulate the newspaper financial system generated the income statements.

The model offers an approach to gaming and problem-solving by newspaper managers. The thesis also reviews the limited work done with computer models in the newspaper industry.

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THREE TEACHERS

Nancy Kellogg Harper, M.S.
University of Kansas, 1974
Adviser: Dal Brinkman

Formal education has become commonplace in journalism. Yet little is known of one intangible aspect of that education--the effects of great teachers upon their students.

This thesis examines the teaching styles of three such teachers at the William Allen White School of Journalism. Using first-person observation, the author draws a picture of three award-winning teachers in an attempt to record their talents as well as to provide examples for others.

The observation techniques used in writing each chapter differ, just as the teachers and their courses differ:

-- One, an imposing man with an exact knowledge of the English language, teaches editing by constant give-and-take with each student.

-- Another, a scholar of great breadth, saturates his students' minds with information to help them learn and love the history he teaches.

-- The third, a teacher of incisive, perceptive mind, mixes styles into an eclectic yet comprehensive whole and adapts to changes in material and the needs of the students in his magazine courses.

The major point of the thesis is that teaching is a talent worthy of recording.

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A STUDY OF CONSULTING FIRMS AND TELEVISION NEWSROOMS

Candice Cecelia Harr, M.S.
Iowa State University, 1974
Adviser: Jack Shelley

This study investigated areas which had been the subject of critical comments by some television newsmen and others regarding practices of television news consulting firms. In general, this produced a study which sought to find out what kinds of recommendations news consultants were making to their TV station clients, and how station managers and news directors, respectively, of these stations evaluated the consultants' recommendations. Specifically, the study sought to confirm what the consultants were recommending, whether these recommendations might be seen as emphasizing "showmanship" in television news, whether news directors perceived these recommendations as intruding into the editorial decision-making prerogatives of news personnel, and whether news directors would tend to be more critical of the consultants' recommendations than are station managers.

Questionnaires were mailed to news directors and station managers of a net valid sample of 112 stations believed to have used news consulting firms. Fifty-eight or 36 per cent of the questionnaires were returned.

From the analysis of the responses from the returned questionnaires the study concluded that: consultants tended to make the same or similar recommendations to many of their clients; consultant recommendations tended to emphasize the "showmanship" aspect of television news; news directors tended to be more critical of consultant recommendations than did station managers; and news directors did not tend to consider the consultant recommendations as an intrusion into the editorial decision-making prerogatives of news personnel.

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COMMUNICATION AS A MEDIATING VARIABLE IN HUMOR

Patricia Dempsey Harris, M.A.
University of Washington, 1975
Adviser: Richard F. Carter

This study focuses on how an individual identifies a message as humorous. Previous studies have tended to focus on variables which relate to the amount of humor a message produces. Few studies have considered the conditions that determine whether or not a message is received as humorous.

In this study, it was proposed that the following two conditions must be present in order for an individual to identify a message as humorous: (1) That the individual get more than one implication from the message, and (2) that there be a discrepancy between the two implications.

In order to test this proposal, subjects were presented with cartoons having ambiguous captions. For each caption, one of the two interpretations were usually more probable. The range of probabilities between the two interpretations of each caption varied among the captions. Half of the cartoons used in the survey had drawings representing the captions' expected interpretations and half had drawings representing the captions' unexpected interpretations.

It was proposed that an individual must see both interpretations of each caption in order to identify its source of humor. It was further proposed that an individual would not see the less probable interpretation without additional information, i. e. pairing the caption with a drawing of its unexpected interpretation.

The results showed that the subjects were more likely to identify the intended source of humor when the following conditions were present: (1) The caption was paired with drawings of its unexpected interpretation, and (2) the discrepancy between the two interpretations was greatest. Moreover, when these conditions were present, the greatest number of subjects defined the cartoons as humorous and gave the cartoons the highest humor ratings.

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TELEVISION'S LOUD COMMERCIALS

Carol Haskin, M.A.
University of Missouri, 1975
Adviser: Ralph Lowenstein

Since the dawn of the era of pre-recorded messages, the volume levels of television commercials have been a source of irritation and even discomfort for millions of American viewers.

In 1965, following years of consumer complaints and industry studies, the Federal Communications Commission issued a policy statement on the issue.

In the statement, the FCC acknowledged that broadcasters were dealing with two separate though somewhat related problems--volume and loudness. Volume can be electronically measured and controlled technologically with little trouble because it is a quantitative measurement of sound pressure. Loudness, however, is a subjective evaluation and not so easily measured and controlled.

Nevertheless, the FCC did set forth certain guidelines toward volume control. At the same time it asked broadcasters to keep in mind that volume level control did not necessarily control loudness. As one test for subjective loudness, the FCC asked that commercials be pre-screened before broadcast.

After examining the background of this issue, the purpose of the thesis was to determine how, after 10 years, broadcasters are conforming to FCC specifications.

The study also had both quantitative and subject aspects. First, the noise levels of commercials and program material for one week of programming on each network were measured by means of a sound level meter and compared. Second, industry spokesmen from the National Association of Broadcasters, the three networks, local stations in Detroit, Michigan, and Columbia, Missouri, and advertising agencies were interviewed about their agencies' efforts to control commercial loudness.

The overall results of the quantitative study indicated that while the volume of commercials is on the average more intense than that of regular programming, it is only by a fraction of a decibel. Some commercials could be faulted on an individual basis, however, because measurements showed that a significant number of them broke the four decibel maximum in program to commercial transitions set down by the FCC.

The vast majority of the commercials at fault were "national"--those produced nationally but broadcast locally, as opposed to those broadcast directly by the networks or those produced and broadcast locally. The hypothesis is that these particular commercials have a high propensity toward excessive volume because they are not being properly pre-screened by local broadcasters and because those on the production end of commercials are not concerning themselves with volume control.

Interviews with those involved with broadcasting and advertising production supported the hypothesis. None of the six stations contacted regularly pre-screened commercials for loudness (although at some stations commercials were pre-screened for violations of Federal Trade Commission regulations).

Not only did advertising producers not cooperate with volume control guidelines, they often used volume, pitch and tone to give the effect of loudness for an attention-getter.

While the case against broadcasters and advertisers in the loud commercial issue is not hard and fast, this limited study lends some support to viewers' complaints and points out a need for formal, extended, regularized studies to ensure that viewers are not being victimized by a commercial decibel barrage.

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LOCAL GOVERNMENT ACCESS TELEVISION VIA CATV: WHY, WHERE TO, AND HOW

Duke A. Hayduk, M.S.
San Jose State University, 1975
Adviser: W. Richard Whitaker

The thesis represents an attempt to determine the possible utility of San Jose (California) City Government access to cable television (CATV) via a "local government access channel" as required in the Federal Communications Commission's (FCC) 1972 Cable Television Report and Order.

Initially, CATV legislative history is

reviewed. Emphasis is given to tracing the evolution of federal jurisdiction over CATV. The state and local government regulatory picture is reviewed. A survey of known uses of CATV by local governments is presented.

The body of the thesis is concerned with results of a questionnaire administered to all San Jose City Government departments. Purpose of the questionnaire was to obtain information relative to possible future uses of CATV by individual city departments. Among results obtained were the following: of the total twenty-six departments or interdepartmental units responding, seventeen (65 percent) felt that the individual department's public information/service responsibilities could be at least partially implemented through the use of CATV; twenty of twenty-six respondents (77 percent) stated that departmental personnel would or could be made available for varying periods of time for production of programming for delivery via CATV. Other questions requested information or current departmental levels of public information/service delivery, associated costs, and current areas of insufficiency in departmental public information/service responsibilities.

In conclusion, an attempt is made to temper the "ideal" with the "real" in speculating on the probable actual use to be made of CATV by San Jose City Government personnel. Following, specific recommendations concerning a possible course of action regarding development of local government access telecommunications via CATV in San Jose are set forth.

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FOUNDING AND EARLY DEVELOPMENT OF L.A. MAGAZINE 1958-60

Lincoln Murray Haynes, M.A,
California State University, Northridge, 1975
Adviser: Tom Reilly

L.A. was one of the first of the modern city magazines when it began publication in October 1958, though following a tradition dating to the turn of the century locally and nationally. The objects of this study were to collect, sort, set forth, analyze, and interpret data on the founding and early development of this magazine, which, coming at the end of the conformist 1950s, perceived and illuminated the early evolution in Southern California of the conflict between the conservative establishment and the emerging counterculture.

L.A. was founded with a few thousand dollars in pooled capital by four young friends, who edited it at home and found short cuts to have it printed at the lowest possible cost. It achieved a strong local impact and earned recognition during its fourteen-issue publication history for a liberal, humanist interpretation of events.

Still the magazine no more than broke even financially, so after the issue of December 1960-January 1961 the subscription list was sold to Harper's and the rest of the enterprise to the Southern California Prompter, which became Los Angeles Magazine in 1961.

This study found that L.A. Magazine's contribution, with its variety of fiction and nonfiction, poetry and criticism, photography and drawings, was to bridge the gap between traditional, establishment publications and the modern city magazines and alternative press which were to flourish in the 1960s.

The study concludes with an appendix listing all masthead entries and changes, plus an annotated table of the contents of each issue, for the entire run of L.A. Magazine.

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HAVE MAGAZINES FOR THE EARLY ADOLESCENTS CHANGED AS A RESULT OF TELEVISION?

Donnetta Heitschmidt, M.A.J.C.
University of Florida, 1974
Adviser: John V. Webb

A content analysis of selected magazines for children aged ten to fourteen is recorded for the years 1952 and 1973 to compare subject matter and to discover television's effects on these periodicals. To substantiate findings in addition to providing information when resources were unavailable, a survey of the editors is also included.

It is noted that specialization has occurred in early adolescent magazines, by age and content in educational magazines and by age only in commercial periodicals with the exception of a single issue which may concentrate on a particular subject area. References to books, on the whole, are cited more often than any other medium, while television is referred to more often in the 1973 issues than in the 1952 publications. Presently the majority of advertising, if any is accepted, appeals to the readers; prior to this time, Child Life included advertisements which were directed toward the parent.

Television has had varied effects on early adolescent magazines. For some publications editors said television has created an impetus for use of color and pictorial inclusions, while other publications editors concluded that changes were a result of evolving social norms and competition within the magazine industry.

Early adolescent magazines referred to in this study are Current Events, Junior Scholastic, National Geographic School Bulletin, Read Magazine, American Red Cross Youth News, Child Life, and Children's Digest.

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THE SELLING OF THE CONSTITUTION: THE FEDERALIST PAPERS VIEWED AS AN ADVERTISING CAMPAIGN

John Grant Heller, M.A.J.C.
University of Florida, 1974
Adviser: Leonard J. Hooper

This study is a qualitative content analysis of the Federalist Papers. There are ten categories, five from modern advertising executives who have achieved distinction as copy writers and five from the field of communication theory. The Federalist Papers were printed in New York City newspapers without charge and cannot be considered an overt advertising campaign. However, it is hypothesized that there are enough similarities to consider the Federalist Papers as very much like an advertising campaign "selling" the proposed Constitution.

The initial three chapters give an historical background of constitutionalism in the United States, the reasons for the Federalist Papers, and some facts about the three authors - Alexander Hamilton, John Jay and James Madison.

The analysis of the total 85 papers supports the hypothesis. The authors of this classic of political structure used both the techniques of modern advertising and communication theory.

The conclusion is that while both the Constitution of the United States and the advertising industry are among those facets of our society receiving much criticism in 1974, the Constitution is still the basic framework of our political and economic structure, and to some degree owes its existence to another historical treatise, the Federalist Papers, that very closely resemble an advertising campaign.

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FIRST AMENDMENT ATTITUDES AND KNOWLEDGE: A SURVEY OF TEXAS HIGH SCHOOL PRINCIPALS, NEWSPAPER ADVISERS AND STUDENT EDITORS

Joyce Sydell Herring, M.A.
University of Texas, 1974
Adviser: Norris G. Davis

Included in the study is a summary of the status of First Amendment protection for high school journalists through 1972 and a survey of Texas high school principals, newspaper advisers and student editors. Attitude and knowledge statements were responded to on a five-point scale and statistical analysis shows correlations or dependence between different groups and school sizes. Significance is also determined between certain attitudes and knowledge statements. Results show the variation of each school position and school size with the principals being the most liberal in their attitudes and the most knowledgeable concerning the law.

147

THE CAMEROONIAN NEWS MEDIA

Helene C. Bourdon Higbee, M.A.
University of Montana, 1975
Adviser: Warren J. Brier

This study describes and examines the Cameroonian news media in 1974, a landmark year in the emerging nation of Cameroon and in the development of the country's journalism.

This is the first extensive study of the Cameroonian media. The research comprised interviews with 20 journalists who worked for the independent newspapers or the government media and a study of the six Cameroonian newspapers from April 1974 to December 1974 and the national radio network in April and May 1974.

The nation's press comprises two national newspapers controlled by the government and four independent newspapers, each appealing to a different public. Because Cameroon's official languages are French and English, the media exhibit many characteristics of British and French newspapers.

The media do not make a profit. Moreover, the journalists' job is complicated by the fact Cameroon is a new nation that is developing economically and politically.

The national media are trying to accelerate the development of Cameroon. The editors of the independent newspapers believe the public deserves complete information and news in which they are interested.

In 1974 the media reached about one-sixth of the population, a percentage that should increase rapidly as more Cameroonians become educated and earn regular incomes.

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PARK INTERPRETATION AS AN ENVIRONMENTAL COMMUNICATION PROCESS WITH A SAMPLE INTERPRETIVE BOOKLET TEXT ON THE MARITIME DISASTER HISTORY OF SISKIWIT BAY, ISLE ROYALE, LAKE SUPERIOR

Thomas Robert Holden, M.S.
University of Wisconsin, 1974
Adviser: John Fett

This study deals with park interpretation in four ways. First, it explores various definitions of part interpretation and environmental communication as developed by its practitioners. Obvious similarities in definition and practices lead to the conclusion that park interpretation and environmental communication are one in the same. They in turn are quite similar to the journalism profession's interpretive reporting. In fact, park interpretation and interpretive reporting practices and policies began independently at about the same time, shortly after WW I.

Park interpretation is placed in its own environment using a model, "7 M's of Park Interpretation". It graphically shows park interpretation in its relationship to the park management, park resource base, and park visitors.

Third, since park interpretation is a communication process, it is explored along the lines of a simple communication model: source, message, channel, and receiver. Each aspect is discussed in relation to its relevance for the practicing park interpreter who must design effective interpretive communications. Pros and cons of several available interpretive media are outlined as well as some guidelines for selecting the appropriate medium.

Fourth, one medium of interpretation, interpretive writing, is discussed in detail. This discussion culminates in a step-by-step process for preparing written interpretation, essential for effectively using any other medium of park interpretation.

Even though park interpretation has been essentially a communication activity since its inception more than a half century ago, this study is among the first to examine it from this perspective.

A text for an interpretive booklet was prepared as the second part of the thesis to demonstrate the author's research and writing abilities and, furthermore, to show that the writing procedure outlined previously does function. The booklet text is preceded by an explanation of how each of the writing steps was applied to this particular project.

The booklet topic was selected to be functional beyond academic requirements, that is, to be useful to the park area which the booklet is about. Less than one-fifth of the overall marine casualty research conducted is represented in the booklet. The overall ma-

rine casualty study is based on 90 percent original local history research in relatively new territory, though a few modest studies had been conducted earlier.

To summarize, park interpretation is environmental communication and at least similar to interpretive reporting. Purportedly interpretive publications are abundant. However, effective interpretive publications are inversely proportional to their variety. This can be rectified in part by demanding that park interpreters be communicators first, and resource managers and specialists in human and natural history second. This is directly opposite to the apparent qualification priorities by which park interpreters are currently selected and part of the reason why interpretive publications and park interpretation in general have yet to approach their potential effectiveness.

149

AN ANALYSIS OF THE DEMAND FOR CABLE TELEVISION

Terrence R. Hustedt, M.A.
University of Pennsylvania, 1974.
Adviser: William H. Melody

The study measured consumer demand for cable television by means of a multiple regression analysis of aggregate market data. The dependent variable was CATV subscriber penetration, the ratio of homes subscribing to cable TV to the number of homes passed by the cable. The explanatory variables included the number of primary network stations receivable over the air in the cable market; the number of duplicate network stations receivable; the number of independent stations receivable, the number of non-commercial stations receivable; the effective monthly price; the median household income in the market; the age of the system; and the penetration of the system's plant into the market area.

All variables were expressed as logarithms, implying that equal percentage changes in the independent variables (rather than equal absolute changes) produce equal effects on the dependent variable. The analysis was based on a sample of 68 cable TV systems. The R^2 statistic for the regression was .44.

The variables found to have a significant negative effect on penetration were the number of broadcast TV stations receivable in the community, particularly the number of primary network channels; the effective monthly price; the level of plant penetration; and the market penetration of the system. The only variables found to have a positive effect were system age and median household income, although the latter was not statistically significant.

Using current average values for the explanatory variables, the study estimated ultimate penetration levels in a large urban market between 23 and 29 percent, levels too low to support the kinds of innovative programming and social services which many expect CATV to provide. The estimated price elasticity was unitary, suggesting that increases in cost cannot be fully passed through to consumers in the form of higher prices without causing approximately offsetting reductions in penetration.

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PERFORMANCE AND PROFESSIONALISM AMONG WISCONSIN TELEVISION JOURNALISTS

Karl A. Idsvoog, M.A.
University of Wisconsin-Madison, 1975
Adviser: James Hoyt

As criticism of the news media has increased, professional standards have become more important to the journalists themselves and to their critics. But professionalism alone may be meaningless if professionals are simply pious egotists who philosophize about moral and ethical codes while still being inept journalists. Their on-the-job performance is crucial.

This field survey studied broadcast journalists at every Wisconsin commercial television station, focusing on professionalism, performance, and job dissatisfaction.

The study found professionalism and performance to be related. The high professionals do the best job.

The study also examined job dissatisfaction to find out what journalists think of their jobs and to determine the relationship of job dissatisfaction to professionalism and

performance. More than half of the reporters in the sample were highly dissatisfied with their jobs. There was little relation between job dissatisfaction and the other two main variables, professionalism and performance.

Basic background on Wisconsin television journalists such as age, years of television experience, education, and salary is also included in the study. Wisconsin broadcast journalists are young and inexperienced. Their average age is twenty-eight; most have only four years of television experience.

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A COMPARISON OF THE DES MOINES REGISTER'S AND THE LOS ANGELES TIMES' EDITORIAL ATTITUDE TOWARD JAPANESE AMERICANS: 1942-1945

Natalie N. Inada, M.S.
Iowa State University, 1974
Adviser: Karl H. Friederich

During World War II, thousands of Japanese Americans were uprooted from their homes on the West Coast and placed into relocation camps located deep within the nation's interior because federal officials in charge of evacuating these people were convinced that the evacuation was a "military necessity."

In this study, the Los Angeles Times' editorials were read in light of the mounting hysteria that was known to have been developing on the West Coast during the period under study, and compared with those of the Des Moines Register.

The working hypothesis was that both the Register and the Times would lay aside regional and racial myths endemic to their respective publications' area and editorialize instead for just and lawful treatment of Japanese Americans.

The methodology used in this study was a modification of the Thurstone-Chave method of equal appearing interval scales, in which editorials are read, then rated, by a panel of judges on the basis of the intensities of attitude expressed toward a given topic on a scale which ranges from 1 (most unfavorable) to 6 (neutral) and 11 (most favorable).

The modified Thurstone-Chave technique used also assumed equal-appearing intervals on the attitude scale, but replaced the panel of judges with a single judge, who rated selected editorials which appeared during the years 1942-1945 on a five point scale.

It was discovered that the Register retained a neutral-to-favorable attitude throughout the years studied, and was seen as an indication that the Register was too far removed from the West Coast and its "Japanese problem," both in terms of distance and physical contact with the Japanese American population.

The Times' editorial attitude was found to be considerably within the unfavorable zone of the attitude scale.

On the whole, the Register was seen to display a more balanced understanding of the Japanese and their problems than did the Times, and for a number of reasons, including the Register's distance from the West Coast and the scarcity of Japanese in Iowa, combined with the Times' location in the center of the Japanese population on the West Coast.

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THE NEWSPAPER AS A REPOSITORY OF HISTORY: THE PAKISTAN-BANGLADESH STORY AS COVERED BY THE NEW YORK TIMES

Zahid Iqbal, M.S.
University of Kansas, 1974
Adviser: John B. Bremner

Early in 1971, just two months after the December 1970 elections in Pakistan, the East Pakistani people launched a massive civil disobedience movement in defiance of the central government in West Pakistan, a thousand miles away. This protest was sparked by the sudden postponement of the national assembly session, which would have drafted a constitution for the country, for no reason other than West Pakistani resistance to the East Pakistanis' plans for provincial autonomy.

East Pakistan remained paralyzed during a month-long protest, toward the end of which the demands for autonomy had grown to a popular demand for independence. On March 25, the army, recruited mostly from West Pakistan, cracked down on the civilian population. The

foreign press was expelled as the army indulged in widespread killing and, in the months following, millions of East Pakistanis fled to India. Because no newsmen were allowed into the region, there was no way of verifying the East Pakistani refugees' tales of massacre by the army. The army authorities insisted that rumors of genocide were untrue.

This thesis examines the New York Times' coverage of the year-long period of struggle, which ended in the birth of Bangladesh. Voids in coverage are filled in by the author, who was in the region at the time. It is a history of the dismemberment of Pakistan, written almost entirely from the columns of the New York Times.

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FAMILY COMMUNICATION AND DIFFERENTIAL POLITICAL SOCIALIZATION

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University of Wisconsin - Madison, 1974
Adviser: Steven H. Chaffee

Political socialization research often presents a single model to describe political socialization processes occurring in childhood. In contrast, recent communication research suggests that the family's approach to political communication predicts the child's political learning process.

This thesis hypothesized differential patterns of political socialization for children from four family communication environments: "laissez-faire," "pluralistic," "protective," and "consensual." For children of each family type, a seven-variable path model of political socialization was illustrated and tested. The data were obtained from 1292 junior and senior high school students interviewed in five Wisconsin cities during the 1968 presidential campaign.

Tests of the path models supported major aspects of the hypotheses. Only for children of laissez-faire families was political affect a predictor of political activity. For pluralistics, public affairs mass media use was the sole antecedent of political activity, though this was the case only at the senior high level. Junior high children of consensual families seemed to divorce public affairs media use from political acts, which had been predicted as a means of avoiding conflict with parents. For protective children, public affairs mass media use and very basic political knowledge were the direct predictors of political activity.

The thesis concludes with suggestions of additional variables which might have increased the power of its models, and with a reassessment of the role of mass media for political activity. In larger terms, it proposes that the development of specific models of childhood political socialization can yield explanations for the varieties of adult political behavior which have been observed.

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AN ANALYSIS OF PRAVDA DURING THE SINO-SOVIET CONFLICT 1956-1973

Robert Jasinkiewicz, M.A.
University of North Carolina, 1975
Adviser: Michael E. Bishop

This thesis deals with the Sino-Soviet conflict as reported in Pravda, which with a circulation of at least seven million is the largest newspaper in the Soviet Union and the official newspaper of the communist party. Primarily, it is a study of how the paper performed in accordance with Lenin's theory of the communist press as a vehicle of propaganda reflecting shifts in Soviet policy. Secondly, it is a study of Pravda's news and editorial functions and the paper's surveillance of a political environment under stress. The methodology used was a qualitative analysis of news stories and editorials concerning the conflict from the beginning of 1956 through the end of 1973.

The conclusions drawn are that the newspaper acted as no more than an instrument of official policy during this period, and that the Soviet government put the paper's surveillance function into operation only after the dispute had deteriorated to such an extent that the government either could no longer hide or did not wish to hide the presence of conflict from Pravda's readership.

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THE APPLICATION OF MARKETING TECHNIQUES TO SOCIAL ADVERTISING: DENTAL HEALTH CASE STUDY

Christie Jelen, M.A.

University of Texas, 1975

Adviser: William A. Mindak

The thesis considers the extension of business advertising techniques to the field of social or non-product advertising including a comparison of business and social advertising development models. The dental health case study follows the social advertising model and includes results from a trivariant analysis of dental health appeals.

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THE PUBLIC RELATIONS BETWEEN SALT LAKE CITY'S MAJOR BRAND OIL COMPANIES AND THEIR DEALER-LEASEES DURING THE ARAB OIL EMBARGO OF 1973-1974

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University of Utah, 1974

Adviser: Parry D. Sorensen

Oil companies' relations with their service station dealers are of vital importance to the companies' public relations efforts. The dealers meet the public daily and influence the public's image of the oil companies. Often, what a customer thinks of an oil company is due to the opinions he has of the company's dealers. Positive dealer relations can be of great value to the oil companies during a period of crisis if the companies have developed effective programs to insure dealer support.

During the Arab oil embargo of 1973-1974, the oil companies were under public attack. Shortages of gasoline, higher prices, and industry profit figures caused many citizens to openly criticize the oil industry.

The thesis studied the ways five major brand oil companies in Salt Lake City, Utah, conducted their dealer relations during the Arab oil embargo of 1973-1974. Dealers having lease agreements with the major brand oil companies were the most common form of dealership in Salt Lake City, and the only form of dealership studied.

Information about dealer relations was obtained primarily through interviews with oil executives and service station dealers. Major brand oil companies having lease agreements with their dealers are American Oil Company (Amoco), Standard Oil Company of California (Chevron), Continental Oil Company (Conoco), Phillips Petroleum Company (Phillips 66), and Texaco Incorporated (Texaco). The interviews were supplemented with information from periodicals and textbooks related to the Arab oil embargo and dealer relations.

There were four major findings of the thesis. First, fewer than half of the dealers felt their oil companies had been honest during the Arab oil embargo. Second, oil company executives knew the direction but not the magnitude of gasoline shortages. Third, public relations counseling was not used in planning dealer relations. Lastly, contact through the marketing representative was the most helpful form of dealer relations during the embargo.

Recommendations for the oil companies' dealer relations programs are:

1. Place greater attention on public relations planning, including programs to monitor and improve dealer attitudes. 2. Greater emphasis should be placed on the marketing representatives' counseling duties. Supervisors should evaluate the representatives on their counseling abilities as well as sales records. 3. Company-dealer meetings should be improved by conducting them early in a crisis, reducing their size, and making a greater effort to improve attendance. 4. Dealer advisory councils should be a part of every dealer relations program. The councils should be selected by the dealers.

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THE HISTORY OF THE AMERICAN FREEDOM OF INFORMATION MOVEMENT

Sue Ann Luna Jones, M.A.

University of Missouri, 1975

Adviser: Paul Fisher

The freedom of information movement seems to be largely an effort by the legislative branch to pry open the doors to execu-

tive branch information. This situation has been illustrated on both the federal and state level. It can be explained in part by the fact that most governmental information is generated and/or collected by the myriad of executive agencies and departments.

Another facet is that Congress has been somewhat hypocritical by demanding openness in the executive branch, while retaining its own powerful secrecy. Although initial movement efforts were focused upon the executive branch of the federal government, Congress and the courts did not escape later attention of freedom of information proponents. The efforts to open Congress, however, were led not by the media to the degree as such efforts to open the executive branch, but by citizens' lobbying groups.

The advocates of freedom of information have experienced defeat in the courts. Events leading to judges' stringent authority over the conduct of their courts include the "circus atmosphere" surrounding the arrest and/or trials of the accused assassins of John and Robert Kennedy and the Supreme Court's decision regarding Dr. Sam Sheppard's trial for the 1954 murder of his wife.

Another threat exists in the conflict between the citizen's right to know and the citizen's right to privacy. The dilemma posed by the two rights is almost certain to engross the press and government for the rest of the century.

Chapters deal with the movement's source, the momentum of its development, the drive for access to state governments, the tools of withholding and disclosure, and freedom of information groups.

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A STUDY OF READING SPEEDS AND READER PREFERENCES BETWEEN ROMAN AND SANS SERIF TYPE

Mary Ruth Luna Kahl, M.S.
Iowa State University, 1974
Adviser: J. K. Hvistendahl

This study examined the difference in reading speeds and reader preferences between Roman and sans serif type.

The researcher hypothesized there would be no significant difference in reading times between Roman and sans serif type if column widths and content were held constant, but that readers would prefer Roman type over sans serif.

Two versions of a front page of a tabloid-size newspaper were made up. Each version had four story pairs matched as closely as possible using Flesch scores and additional criteria. Each version was set in two different ways: once with Roman body types, then with sans serif body types. Also two story pairs were set in 10.5 picas and the other two were set in 14-pica widths.

Two hundred subjects participated in the study. Each was asked to read four stories; two set in Roman, one in the narrow width and one in the wide width, and two set in sans serif, one in the narrow and one in the wide width. Reading speeds of the subjects were recorded for each story and the subject was then asked to make a preference for Roman or sans serif type on two identical story pairs he had not read.

Roman type faces were read significantly faster than sans serif types on two of the four story pairs (significance level was set at .05).

Readers preferred Roman over sans serif type on all the eight possible story comparisons. The Roman preferences were statistically significant on five of the eight comparisons.

The stories set in the wider column widths were read at a faster rate than those set in the more narrow widths. And a single column story was read slower than a story set in multiple columns suggesting that horizontal makeup might be faster to read than vertical.

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POPULATION AND FAMILY PLANNING CONTENT ANALYSIS OF PRESTIGE NEWSPAPERS IN ARGENTINA, COLOMBIA, MEXICO AND THE UNITED STATES

Sarah Ellen Williamson Canervo, M.A.
University of Wisconsin, 1975
Adviser: John T. McNelly

This thesis examined the population and family planning content of four prestige new newspapers, three from Latin America and the

New York Times. These newspapers during the years 1969, 1971 and 1973 were compared in an effort to discover differences and similarities in their treatment of birth control topics. An attempt was then made to look at their family planning content in the social context of population platforms and demographic data of the four nations during that period.

Results of this study supported the hypotheses (1) that newspapers of countries whose governments are favorable to population control would have more favorable coverage of family planning than newspapers whose governments have taken pronatalist stands; (2) that more articles in all four newspapers would deal with societal issues rather than with individual, personal issues; (3) that the Latin American newspapers would carry more stories with United States datelines than the Times would carry with Latin American datelines; and (4) that more stories on family planning and population control in these papers would be staff-written than would be from news services.

Three hypotheses which were not supported dealt with differences in amount and favorability of coverage among the four newspapers.

Aside from testing hypotheses, as a descriptive study, this thesis found that all in all the stories on family planning occupied a very small proportion of the newsholes of all four papers; they were generally more favorable to family planning than unfavorable; and no significant changes took place in these patterns during the three years studied.

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A FORECAST OF THE ACCESSIBILITY OF URBAN CABLE SYSTEMS

Judith Ann Kates, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

This report explores the consequences of a counter forecast on cable accessibility in the year, 1980. The market rationale which supports current projections of the range and design of cable services is explored and criticized. The historical position of the Federal Communications Commission on the issue of cable accessibility is reviewed. The Commission's 1972 rulings regarding access are compared with alternative policies to determine their impact on (1) the distribution of access opportunities and costs to various segments of the population and, industry tendencies to innovate. A principal goal of cable policy should be the encouragement of widespread educational use.

The argument is that the social value of cable in urban settings is in its use as a substantial vehicle for the local distribution of special purpose programming. (2) Policies which provide for incremental increases in the number of channels dedicated for public or commercial use do not provide a sufficient incentive to the cable industry to either expand the reservoir of cable space or to continue technological innovation in the direction of interactive capabilities.

In order to maximize the long run accessibility of cable within the major markets, a policy is needed which provides economic incentives to the cable industry. Common carrier regulations is recommended as the best long-run approach to accomplish these ends.

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LANGUAGE BARRIERS AMONG INTERDISCIPLINARY RESEARCHERS

Jerry Lee Kern, M.S.
Iowa State University, 1973
Adviser: J. K. Hvistendahl

This study attempts to determine conceptual and language differences among various scientific disciplines and what communication problems these differences create in an interdisciplinary situation. The study further seeks to determine how scientists' predispositions toward interdisciplinary research influences their perceptions of various scientific messages; how variations in syntactic characteristics affect scientists' perceptions of the same messages; and whether scientists in an interdisciplinary situation perceive messages from other disciplines as not credible. Researchers participating in the environmental resources review study of the Ames Reservoir served as the focus of the study.

The following hypotheses were generated: that scientists believe interdisciplinary research is hindered by conceptual clashes, has low operability, but has long-term value; that evaluation of the credibility of a technical message is a function of the scientist's general orientation to interdisciplinary activity, his specific orientation to other disciplines, and his perceived value of interdisciplinary research; that scientists perceive original messages from other disciplines as not credible; that rewriting these messages increases perceived credibility for nonmembers of a discipline, but decreases credibility for discipline members; that scientists who perceive interdisciplinary activity as valuable rate original messages more credible than do scientists who perceive this activity as less valuable; that rewriting these messages increases perceived credibility for scientists who do not believe interdisciplinary activity to be valuable but decreases credibility for those who believe this activity is valuable.

The respondents were asked to rank the credibility of 10 journal articles on a set of 20 semantic differential scales. The articles represented the 10 disciplines participating in the Ames Reservoir Study. Half the group received original versions, while the other half received rewritten versions. The scientists also filled out two questionnaires, one to identify their orientation to interdisciplinary activity and the other to evaluate their attitudes toward this kind of activity.

Results indicate that scientists perceive conceptual clashes are a problem in interdisciplinary activity, that this activity is only somewhat operable, but that it has long-term value. General interdisciplinary orientation does not influence how scientists evaluate credibility of technical messages. It is the predispositions held in the value structure and developed from specific orientation to other disciplines that affect their perceived credibility of these messages. Scientists do not perceive original messages from other disciplines as credible, but rewriting these does increase credibility for nonmembers of a discipline. Scientists who do not believe interdisciplinary activity to be valuable rate original messages less credible than do scientists who believe this activity is valuable. Again, rewriting increases credibility for the former group. In no case does rewriting decrease credibility for discipline members or for scientists who rate interdisciplinary activity as valuable.

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THE EDITORIAL ATTITUDE OF THE WASHINGTON POST IN THREE PRESIDENTIAL ELECTIONS, WITH EMPHASIS ON THE WATERGATE AFFAIR

Vincent D. Kohler, M.S.
Iowa State University, 1975
Adviser: J. K. Hvistendahl

This study endeavored to explore the nature of editorial attitudes toward Richard Nixon at the Washington Post during the Presidential campaigns of 1960, 1968, and 1972, with emphasis during the last period on the Watergate affair uncovered by the Post. The study evaluates the Post's unsigned "house" editorials concerning Nixon and the corresponding Democratic candidates on a sentence-by-sentence basis, categorizing each sentence as a report (a statement of fact or direct quote) or judgment (an implied or outright evaluation) statement, and utilizing a five-point scale ranging from unqualified-favorable to unqualified-unfavorable to determine the magnitude of criticism or praise. The scores were then aggregated and considered in terms of direct comparisons of mean scores between Nixon and the Democratic candidates.

The study found that anti-Nixon editorial attitudes were long-standing at the Washington Post. These attitudes, skeptical in 1960, became more negative in 1968, and finally became virtually completely negative as a result of the Watergate scandal in 1972. This would seem to indicate that vested editorial attitudes are a major "fact of life" in the daily press, and may mutate according to the press's perceived relation to trends in the daily news.

The scope of consideration of this study could be profitably expanded. Studies similar to this one could be carried out on a number of other nationally- or regionally-prominent dailies, or on foreign newspapers. Methodologically more ambitious studies might consider manifestations of editorial attitudes in editorial cartoons, signed columns,

etc. How do these correlate with "house" editorials? With the particular news stories from which they derive? Many such areas are ripe for study.

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PUBLIC RELATIONS PROCEDURES OF TWO WYOMING SCHOOL DISTRICTS -- A COMPARATIVE EVALUATION

Patricia M. Korp, M.A.
The University of Wyoming, 1974
Adviser: William J. Roepke

The purpose of this study was to examine the public relations programs of two Wyoming public school districts -- Laramie County District #1 in Cheyenne and Albany County District #1 in Laramie. The study examined the scope of the public relations programs in these two districts, ranging from their organization to their activities. Also included in the study was a content analysis of school news in both the Wyoming Eagle, Cheyenne's morning daily, and the Laramie Daily Boomerang. The following recommendations were made which grew out of this study:

1) Both districts should have full-time public relations directors, which they do not now have.

2) These PR directors should have both journalistic and public school experience.

3) PR ongoing policies should be established for each district. Each district should have separate PR budgets.

4) Each PR program should be evaluated periodically.

5) Each district should publish regular newsletters for the local constitutency.

6) The Districts' entire curriculum and all of their employees...from superintendents to bus drivers, to students...should be involved in ongoing public relations and public information programs.

7) Public relations should not be utilized only in "crises" situations. It should be continual, even during the summertime.

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KALEIDOSCOPE: AN UNDERGROUND NEWSPAPER AND THE LAW

Donald John Kosterman, M.A.
University of Wisconsin, 1975
Adviser: William Blankenburg

The late 1960s saw the emergence of the underground press across the country. This thesis takes a look at one particular Milwaukee underground paper, Kaleidoscope, and concentrates on its legal problems.

Kaleidoscope, a bi-weekly, was the largest Wisconsin underground paper and one of the country's most stable, despite the large amount of legal action it faced. Its legal questions were resolved on the local level as at the state and U.S. Supreme Court levels.

On Oct. 3, 1967, Kaleidoscope printed its first edition. It visualized itself as a recruiting tool for a growing east side hippie community. Well-written and creatively edited, the paper flourished, bringing reactions from those offended by the new paper's leanings.

Its problems soon reflected those of other undergrounds across the country. Vendors were denied permits to sell or were hassled by repeated arrests; editor John Kois was arrested twice on obscenity charges; and pressure in the form of a boycott was placed on the paper's publisher.

What followed, and what becomes the major concern of this thesis, were a series of lengthy court battles as well as numerous small legal incidents. What effect the paper had--on other undergrounds, on the minority press, and on the established press--is also explored.

The story of Kaleidoscope: An Underground Newspaper and the Law is one which should be of interest to anyone who wishes to gain insight into the contemporary meaning of the freedoms of speech and the press.

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USE OF THE CLOZE TECHNIQUE TO TEST THREE READABILITY LEVELS WITH ABE STUDENTS

Doris Kreitlow, M.S.
University of Wisconsin, 1974
Adviser: R. Powers

The massive and growing problem of adult

functional illiteracy in the United States is directly associated with an increasing polarization of our society into two cultures--one of poverty, and one of affluence.

Through the Adult Basic Education (ABE) Programs in all 50 states a strong attack on illiteracy has been launched. Adult education for non-readers and for low level readers has made a further look at readability research necessary--this time to apply well researched readability formulas to the task of preparing and evaluating materials for new adult readers.

The purpose of this study is to determine whether low level or third grade (Level I) ABE students can comprehend factual material at third grade readability level as well as sixth grade (Level II) ABE students can comprehend sixth grade materials; and as well as eighth grade (Level III) ABE students comprehend eighth grade materials.

If the ability of each level to comprehend their own particular readability level is not significantly different, this knowledge would have direct application to the preparation of materials for these students particularly in vocational training.

To test this hypothesis, nine short articles of factual information were written covering three topics. Each topic was written at three readability levels--grade three, grade six, and grade eight.

In three test groups, each of which was made up of three sub-groups representing the three levels of ABE students, these materials were tested following the Greco-Latin Square design. To test comprehension of the articles the cloze technique was used. Every tenth word of the articles was deleted and a blank was substituted. Students were asked to fill in the blanks with the exact word deleted without a previous reading of the full text of the article.

Analysis of variance showed significant differences in the way in which the three levels of ABE students scored on the cloze tests. On the articles where their reading level and the readability level of material was matched, Level I students made their best scores, but their scores were significantly lower than those of the other two levels. Level II students made their best scores on material which matched their reading level with readability level, but they showed no significant difference in the way they scored on the three readability levels. Level III students, on the other hand, made their poorest scores on the eighth grade materials (which matched their reading level) and made significantly higher scores on the third grade material.

One of the factual topics of the articles, marijuana, showed that the topic or subject matter is a variable which can have an influence on comprehension. Level II and III students made significantly lower scores on the cloze tests of this topic, no matter what the readability level they were dealing with.

The findings of this study strongly suggest that when coping skill, or vocational information is to be read by ABE students, it should be written between third and sixth grade readability levels. This should also be done with questionnaires, tests and examinations, and written instructions.

The findings suggest that Level I ABE students cannot be expected to gain factual information from reading and that instruction in coping or vocational skills must be supplemented with other teaching tools until reading is improved.

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AGNEW VERSUS THE MEDIA A SYMBOLIC CONFRONTATION ON CONSTITUTIONAL FREEDOMS

Paul William Kroll, M.A.
California State University, Northridge, 1975
Adviser: Samuel N. Feldman

On November 13, 1969 then Vice President Spiro T. Agnew attacked network news commentary. His speech was carried nationally over the three networks. From that day, Agnew became embroiled in a media-government conflict that did not subside until his resignation. This thesis analyzes the thrust of the reaction to Agnew's criticism of the press by leading authors who wrote political biographies of Agnew, three leading American newspapers, the views of editorial writers from other American dailies, the thoughts contained in the more important magazines and the stance of electronic media executives and commentators.

Though, naturally, the emphasis is on the two media speeches given in November

1969, reaction from the entire span of Agnew's tenure as Vice President is included. The second section of the thesis is the more important one. In effect, it is an analysis of a large number of speeches in which Agnew discussed the media in whole or in part.

First, a comparison is made between what Agnew said about the media and what media representatives thought he said about them. More importantly, the thesis is based upon a symbolic-interactionist foundation in which the interpretation of the conflict is seen from each of the protagonist's viewpoint.

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COMMUNITY COLLEGE NEWSPAPER ADVISERS AND PROBLEMS OF TASTE

Peter C. Lang, M. A.
California State University, Fresno, 1975
Adviser: Dayle Molen

Community college newspaper advisers often seem trapped by conflicting legal standards regarding their own responsibilities to administrators and student rights of free expression. This study attempted to assess relationships between instances of such entrapment, adviser attitudes and demographic characteristics and environmental settings of community colleges.

Relatedly a survey questionnaire was mailed to student newspaper advisers at 94 California community colleges. By way of Likert-type scaling responses, advisers were asked to evaluate their "role liberality;" i.e., their tendency to identify with student journalists instead of with administrators. Advisers were asked, similarly, to evaluate their own permissiveness--as to their views of journalistic taste standards, and as to how they enforced such standards. Other nominally and ordinally scaled responses provided data re the experience, sex and age of advisers, as to how often they experienced job-related "taste" problems and as to whether they worked in rural or non-rural areas.

Sixty-nine advisers responded. Results were subjected to the Pearson Product Moment Test and to t and Chi Square tests of statistical significance. Permissiveness in adviser views of taste standards correlated moderately with adviser enforcement of these standards. A smaller but significant correlation existed between enforcement permissiveness and role-perceived "liberality." Experienced advisers reported significantly fewer taste problems than did inexperienced ones, who--interestingly--tended to work more often in rural settings. Open ended responses provided evidence that experienced advisers may avoid taste problems in several informal ways--e.g., by exerting care in appointing student editors.

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A HISTORY OF PUBLIC RELATIONS AT BOYS TOWN

Patricia Ann Larsen, M.S.
Kansas State University, 1975
Adviser: Carol E. Oukrop

In the 58-year history of Boys Town, its three directors have had three different approaches to public relations. This history will follow the styles of Father Flanagan from 1917 to 1948; Father Wegner, 1948 to 1973; and Father Hupp, 1973 to present.

Boys Town clipping files, the Omaha World-Herald library, New York Times Index Nebraska Historical Society files, interviews and letters were used as sources for this history. A chapter from a not yet published book by Paul Williams, former managing editor of Omaha Sun Newspapers, now an assistant professor at Ohio State University, was also used.

Findings show that Father Flanagan, founder of Boys Town, felt the public should always be informed of what he was trying to do for the boys in his charge and how money public donors provided was spent. Father Wegner was not devious, only secretive, about the wealth that was amassed at Boys Town. Press coverage during the 25 years that Wegner was director dealt with sports and choir activities, with pleas for financial help interspersed. No financial reports were released to the media during Father Wegner's directorship.

Father Hupp inherited public relations problems. However, his philosophy is to maintain an open-door policy with the media. He is working with formalized public relations guidelines--the first such guidelines in the history of Boys Town public relations. His approach is personal and financial conditions and programs are reported to and by the media.

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CRITICAL WRITING AND THE STUDENT JOURNALIST: SOME SUGGESTIONS FOR IMPLEMENTATION OF AN ARTS REVIEWING COURSE IN A DEPARTMENT OF JOURNALISM

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Iowa State University, 1974
Adviser: Rodney Fox

This study is based on the author's experience while teaching an experimental arts reviewing course at Iowa State University. After presenting statistical evidence that shows increased involvement with the arts by the public both as participants and spectators, the author points out the need for well-trained critics of the performing and visual arts. The thesis continues with the presentation of a course of study which could be implemented at major college and university departments or schools of journalism. Emphasis is on practical application rather than theoretical conjecture. The students were asked to write six reviews (one each on film, dance, music, theater, art, and an event of their choice) and a longer critical article. Examples of student writings are included along with information on other student projects.

The author provides suggestions for preparation, implementation and evaluation of a course of this type. Among the subjects covered are: the critic's function, criticism of the critics, selection of a text, mechanics of class organization, calendar of events, resources, and methods of evaluation. It is the author's conclusion that journalism departments provide the most fitting home for an arts reviewing course; it is recommended that this become a part of the offerings of journalism schools in the near future.

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TELEVISION AND SEX ROLES

Kathryn Levan, M.A.
University of Pennsylvania, 1974
Adviser: George Gerbner

The purpose of the study was twofold: to analyze masculine and feminine stereotypes in television drama and to examine possible correlations between television's depiction of male and female characters and viewers' conceptions of men and women in the real world. Regarding television's images of males and females, the study considered socio-demographic variables (profession, marital status, age, race, etc.), personal goals, means of attaining goals, personality traits, and personal relationships. In order to illuminate the relationship between television viewing and the beliefs of viewers, a questionnaire based on television's masculine and feminine stereotypes was distributed to a sample of respondents whose answers were then compared according to the respondents' mass media habits and the respondents' sex.

The results of this research showed that television drama portrays men and women according to separate sets of masculine and feminine values and supposed sex-linked personality traits. The world of television fiction is often not consistent with the census of the actual society and presents a distorted view of reality, emphasizing particular patterns of human interaction and social stereotypes.

Testing of individuals with different mass media habits indicated that viewing of television drama correlates positively with a television-biased conception of the respective roles of men and women. The results draw attention to several possible factors affecting the cultivation of television-based conceptions of society: the degree of inaccuracy in television's portrayal of men and women, the thematic emphasis placed on these issues in television drama, and the degree to which television's representation of men and women corresponds to widely accepted, pre-existing stereotypes. Regarding the significance of program preference in the adoption of television-based views, respondents who preferred news and information programs were less likely than those who preferred dramatic

shows to conceive reality in the direction of television fiction.

A comparison of male and female respondents suggested that sex influences not only the development of mass media habits but the effects of mass media exposure on the individual. It appeared that television's depiction of male and female characters might reinforce sex differences which then become apparent in the mass media behavior of men and women.

The research demonstrated that television viewing may be a significant factor in the development of attitudes and social behavior relating to social stereotypes and other value-laden conception of social reality.

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PROPAGANDA TECHNIQUES OF THE BERGSON GROUP: 1939 TO 1948

Charles Jacob Levine, M.A.
University of Texas, 1974
Adviser: Alan Scott

Seven Palestinian Jews came to the United States in the early 1940's at the behest of the militant underground fighting force in Israel known as the Irgun Zvai Leumi (IZL).

For a turbulent decade they created one front organization after another, all headed by propaganda chief Peter H. Bergson, after whom the general movement was eventually named.

In turn they called for the formation of a pro-Allied Jewish Army, large-scale evacuation of captive European Jewry and finally full support of the Irgun Zvai Leumi in its fiery attempts to drive the British occupying army from the Jewish homeland of Palestine.

This thesis documents their various lobby efforts and propaganda campaigns.

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REPORTING ON GOVERNMENT MEETINGS IN DALLAS: A STUDY OF THE TEXAS OPEN MEETINGS LAW

Don W. Levy, M.S.
University of Kansas, 1975
Adviser: Del Brinkman

Open meetings laws have been the subject of controversy since newsmen began a push for greater openness in local, state, and federal government after World War II. Today, about forty-five states have open meetings laws.

This study focuses on the application of the Texas open meetings law in Dallas. A brief history of Texas open meetings legislation and a chapter on legal interpretations of the law are provided. Interviews, newspaper clippings, and other theses are used to sketch pictures of government secrecy in Dallas before the passage of the law and after. Dallas newspapermen who were covering or had covered city and county government and some officials were asked about their experiences with the law and their opinions of its effectiveness.

The picture that emerges is that of a city with a long history of rule by a business elite that used secrecy to strengthen its control. Although the open meetings law did open up many meetings -- particularly those of regulatory boards -- many officials have continued to cloak their meetings in secrecy -- primarily the county commissioners court, the city council, and the school board. Loopholes in the law allow them to find legal excuses to meet secretly.

The thesis concludes that, despite these loopholes, the law has helped to open up government in Dallas.

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THE EFFECTS OF PRESENTING "ONE SIDE" VERSUS "TWO SIDES" IN CHANGING OPINIONS ON A CONTROVERSIAL ISSUE AND THE ORDER OF PRESENTATION (PRIMACY-RECENCY)

Mary Jane Guitteau Lewalk, M.A.
Kent State University, 1974
Advisor: Murvin H. Perry

The purpose of this study was to replicate previous research in the area of Order Presentation and its effect on persuasion.

Two experiments were conducted on ten-year-old fifth-grade pupils at Dentzler Elementary School in Parma, Ohio.

In the first experiment the children were presented orally with PRO and CON arguments regarding the subject of Impeachment of a President. One experimental group was given the information in PRO-CON order; another experimental group received the information in CON-PRO order; one control group received only the PRO information; another control group received only the CON information. Subjects were asked to check a questionnaire regarding Impeachment. The number of responses favoring Impeachment, compared to other responses, was expressed in chi square 2 x 2 tables and also in a percentage table.

It was found that the results of only two groups showed significance--the PRO vs. CON comparison and the CON vs. PRO-CON comparison. There was no primacy effect, mainly because the responses were given anonymously, thus eliminating public commitment.

A second experiment involved conflicting blocks of information (Extrovertive-Introvertive) about an unknown peer and a list of adjectives to be checked after the experiment. Four groups were involved: one group reading Extrovertive information only; another group reading Introvertive information only; a third group reading the information in Extrovertive-Introvertive order; and a fourth group reading the information in Introvertive-Extrovertive order.

It was found after comparing percentages of Extrovertive choices with the other adjective choices that no primacy existed mainly because of the high cognitive needs of the subjects.

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AN INVESTIGATION OF THE POSSIBLE EFFECTS OF VISUAL CUES AND AMOUNT OF INFORMATION IN TELEVISION NEWS PROGRAMS ON ATTRIBUTION TENDENCIES

Jean Durall Lewin, M.A.
University of Wisconsin, 1975
Adviser: Steven H. Chaffee

According to Attribution Theory, an individual will attribute his/her own actions to situational causes while an observer will attribute the individual's actions to dispositional causes. Two experiments were conducted to investigate whether differences in the visual cues and in the amount of information presented in television news programs would affect this tendency. It was predicted that high visual cues (on-the-scene) and high information (twice the verbal content) would increase situational attribution. Combining high and low visual manipulations and high and low levels of information produced the four experimental conditions.

In the first experiment a full Latin Square design was used with all subjects exposed to the four experimental conditions. Manipulations consisted of black and white video tapes of students expressing their views on a current topic of local interest. Two of the predictions for high information and the combination of high visual-high information increasing situational attribution were tentatively supported.

A second experiment was conducted to strengthen the visual manipulation and control for sources of error variance. The video tape stimulus was presented as an editorial comment and the design was modified also. Results were strongly counter-hypothesis.

It is suggested that the general high level of situational attribution shown by the subjects is attributable to the actor's in-role behavior as a news commentator overriding the tendency for dispositional causality.

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A STUDY OF ATTITUDES TOWARD PUBLIC RELATIONS SOCIETY ACCREDITATION HELD BY ACCREDITED MEMBERS OF THE CHICAGO CHAPTER

Max I. Light, M.A.
Northern Illinois University, 1974
Adviser: Albert Walker

This thesis study was designed to reveal the attitude of the accredited members of the Chicago Chapter of the Public Relations Society's Accreditation Program.

The research was designed to test three major hypotheses. These cover (a) the abstract (or philosophical) value of the program; (b) its theoretical advantage to agency or counseling practitioners and (c) its prac-

tical value to the accredited practitioner in terms of new business, increased salary or enhanced image and recognition received since its achievement.

A questionnaire was sent to 162 individuals. A total of 141 (or eighty-seven percent) completed questionnaires were returned. The independent variables in the study were the sub-groups in the Chicago Chapter. Chi squares were selected to test the hypotheses for significant difference in attitudes of the groups.

In all, 57 factors relating to possible differences were tested in the study through the measurement of 17 key and interrelated questions having to do with three hypotheses. Of these, no significant statistical differences could be determined within the Chicago group cross-tabulation in 52 cases.

The findings of the study, in accordance with the hypotheses tested seem generally, if not conclusively, in support. Accredited professionals in the Chicago Chapter are for the program "per se," see value in it as a decent beginning but feel it needs to be strengthened. They feel that, while accreditation may be more advantageous to "counselor" practitioners, (nearly two-thirds of those responding think so) there seems little to no relationship reported between achievement of accreditation and resultant client acquisition, a monetary raise or a promotion in rank. Finally, and somewhat tied into this lack of cause-effect relationship, there is a fairly conclusive consensus among Chicago Chapter members that, for them, accredited status hasn't really changed anything. And, while the statistical findings on the practicality of the accreditation program may be construed as being inconclusive, there appears more evidence pointing away from it than in support of it.

Further study can proceed in several directions. It is possible that a logical followup study might take the form of a survey of the non-accredited members of a given chapter. These results might be cross-compared with an accredited sample within the same chapter or be compared with other non-accredited samples in various other chapters. Of equal importance, however, would be studies of accredited practitioners in other large city markets, such as New York and Los Angeles. This might help determine whether the results of this study are unique to the population surveyed or whether they truly represent the overall data throughout the country.

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ADA LOUISE HUXTABLE: A CASE STUDY

Jerome Lloyd, M.S.
University of Kansas, 1975
Adviser: Calder M. Pickett

Some press critics, especially those of the new journalism, have contended in recent years that three of the most glaring flaws of the newspaper press are "image-making" of various sorts; anti-intellectualism; and the standard of objectivity when it is exercised so that it is absolutely inflexible. These shortcomings of the press, according to the critics, drain much newspaper writing of the intelligence and originality it might have. Such critics argue that self-expression by the writer might afford views of our culture from perspectives that would invite increased investigation, interest, and involvement on the part of the newspaper reader.

This thesis begins by quoting and discussing a number of thinkers and social critics, including Daniel Boorstin, Tom Wicker, and Davis S. Broder, who have argued that a dearth of clearly defined values has been detrimental to the advancement of modern mankind. The thesis argues that involvement of the newspaper reader would be increased by permitting the schooled, articulated writer to go beyond the objective ideal of writing that has been so stultifying in much of our journalism. It then offers a portrait of one writer who has been permitted by her newspaper to present informed and even opinionated treatments of an important aspect of our culture: architecture and urban design. This writer is Ada Louise Huxtable, architecture critic of the New York Times. Because architecture is art as well as engineering, and because it deals with day-to-day problems of esthetics, Huxtable as a critic deals with values in much the way that a political columnist or a writer of social commentary deals with political and social issues. The thesis concludes that many newspaper readers are ready for other Ada Louise Huxtables and that

American journalism would be greatly advanced by newspapers' extending the opportunities of social and artistic criticism to other reporters and critics.

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CORRELATION OF GALVANIC SKIN RESPONSE WITH A CONSISTENCY MEASURE OF KIRILIAN PHOTOGRAPHS, AND THEIR PRE/POST DIFFERENCES FOLLOWING EMOTION-AROUSING STIMULI

Donald L. Lombardi, Jr. M.A.
California State University, Fullerton, 1975
Adviser: Marvin J. Rosen

A consistency measure of Kirlian photographs was developed.

An experiment was conducted to determine: (1) whether the consistency measures of Kirlian photographs of S's were significantly different between pre-stimulus and post-stimulus photographs; and, (2) if the "consistency" measures of Kirlian photographs would show a high correlation with simultaneous measurements of pulse rate, respiration and galvanic skin response (GSR).

Emotion-arousing stimuli consisted of three word ideas: abortion, making love, rape. Stimuli were presented to the 22 S's via a tape recorder and were spaced at two minute intervals. Kirlian photographs were taken at a point coinciding with increases in GSR.

Pilot tests were conducted to select stimuli and test the "consistency" measurement of Kirlian photographs, in a reactive measurement situation.

A 1X4, repeated measures analysis of variance was performed to test pre/post differences; and a Pearson (r) was used to determine correlation. Both tests did not demonstrate significant differences or correlations.

Recommendations were made for future research.

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MONOSERIF: AN HISTORICAL REVIEW OF THE TECHNICAL DEVELOPMENTS AFFECTING THE DESIGNING OF TYPEFACES

Carl Floyd Loomis, M.S.
Syracuse University, 1974
Adviser: C. M. Matlock

The physical act of reproduction printing is basically a mechanical procedure. Because of this, the designing of the typeface involved in it has always been affected by the methods used to transfer the original design to a form compatible with the reproduction process.

The paper reviews historically the major technical developments in the manufacture of type and the effect they had on the type designers of that time. The developments reviewed are: Chinese block printing, Gutenberg's procedure for casting movable types, the pantograph-router for manufacturing wood type, the Benton Machine for engraving punches and matrices, and the Inter-type 'Fotosetter,' which made phototypsetting palatable to a printing industry geared to hot-metal composition.

This is followed with a discussion of some possibilities arising from a marriage of computer technology to typedesign and manufacture.

A final chapter describes the design of a monotonal typeface with a pronounced serif, called 'Monoserif,' and constructed using techniques applicable to computer programming.

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ATTITUDES OF MISSOURI NEWSPAPER EDITORS TOWARD AGRICULTURAL NEWS

David Wayne McAllister, M.S.
Oklahoma State University, 1974
Adviser: Walter J. Ward

Scope and Method of Study: A number of unusual factors have affected the field of agricultural news in recent months, including United States wheat sales to Russia and China, rising food prices, consumer boycotts, higher agricultural profits, heavy rains and flooding in the state of Missouri, higher prices of livestock feed and the shortages of

fuel and fertilizer supplies for farmers and of newsprint for newspapers. These developments have given reason for those who supply newspaper editors with agricultural information to question how much of it the editors want and will use. A 30-item questionnaire was mailed in January, 1974, to a random sample of 90 of Missouri's 337 general interest newspapers. Of those sampled, 80 per cent of the dailies and 73 per cent of the weeklies returned completed questionnaires.

Findings and Conclusions: A high degree of interest in agricultural news was reflected in the responses. About half the editors expect to use more agricultural news in 1974 than they did in 1973. Agricultural news competes well with other types of news in Missouri newspapers. It ranks as the third most important type of content--after local news and advertising--for weekly newspapers in Missouri. Dailies ranked it seventh of ten content categories. Extension specialists in the county or area were named by both dailies and weeklies as the most important sources of agricultural news. Four basic press services of the University of Missouri-Columbia Agricultural Editor's Office were found generally to be well received by Missouri editors, who rated them "good" on a five-point scale of "excellent" to "poor." Only slight regional differences were found in Missouri with respect to editors' interest in agricultural news; these differences could have occurred by chance.

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ASSOCIATION AND COMPANY PUBLICATIONS IN TEXAS: A STATISTICAL REVIEW AND DIRECTORY

Wanda Lee McClusky, M.A.
University of Texas, 1974
Adviser: DeWitt C. Reddick

The purpose of this study was to determine the number of association and company periodicals issued in Texas and to prepare a directory of them. As a secondary, but significant, purpose, the study sought to secure certain information about each of these publications including the basic characteristics, the content, the finances, and the background of the editors.

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PREPARATION OF THE HIGH SCHOOL JOURNALISM TEACHER: CERTIFICATION REQUIREMENTS RELATED TO TEACHER NEEDS

Carolyn Cowger McCune, MSJ
West Virginia University, 1974
Adviser: Edward C. Smith

The purpose of the study is to determine the preparation needed by West Virginia high school journalism teachers.

Colleges and secondary schools were surveyed to learn what preparation is offered teachers and what the teachers believe they need.

Journalism teachers and advisers in West Virginia are interested in becoming better prepared. Indications are that schools and departments of journalism at state colleges and universities are becoming more concerned for the preparation of the high school journalism educator. Colleges are revising their programs that prepare students to become teachers of high school journalism. Colleges are including practical study of such topics as are anticipated as problems of the adviser.

Twenty-nine teacher-advisers reported they had received no advance preparation for their responsibilities. Topics they would like included in preparation for teaching high school journalism include review of basic journalism techniques, staff organization, publications financing, yearbook design, curriculum planning, evaluating student work, and printing processes.

Based on questionnaire responses, the thesis author offers the following recommendations: strictly enforce existing journalism certification requirements, include two high school journalism-related courses in state journalism certification requirements, strengthen or abandon certification in language arts comprehensive program, assist journalism teachers and advisers through in-service workshops, relevant summer school courses, and visits by college journalism instructors to the high school classroom.

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A SURVEY OF ATTITUDES OF MEMBERS OF THE 1974 KENTUCKY GENERAL ASSEMBLY TOWARD A STATE OPEN MEETING LAW

Dwain McIntosh, M.S.
Murray State University, 1974
Adviser: L. J. Hortin

When the Freedom of Information Committee of The Society of Professional Journalists, Sigma Delta Chi, released its annual report in February, 1974, Kentucky was one of seven remaining states with no open meeting law. That report stimulated curiosity about why no law had been passed at that time and about future prospects for enactment of such a statute. This study was devised to study the attitudes of the 138 members of the Kentucky General Assembly to ascertain if the mood that had been against such a law was changing and to gather related information on their backgrounds and opinions which may have a direct bearing on their responses.

Designed originally as primarily descriptive, the study was expanded to provide historical insight when it became likely during the information-gathering process for the study that the Kentucky Legislature would enact an open meeting law during the 1974 session. A chapter tracing the historical evolvement of open meeting legislation in Kentucky was added, and the bill was passed in late March and signed into law by Gov. Wendel H. Ford April 1.

A questionnaire was the principal research tool used in the study and elicited response from seventy-six legislators--55 percent of those contacted. Personal interviews and the collection and study of appropriate documents from the files of the Kentucky Legislative Research Commission were other data-gathering methods used during the course of the study.

Study findings indicate a close correlation between questionnaire response in favor of an open meeting law and the overwhelming votes--80-6 in the House of Representatives and 29-3 in the Senate--by which an open meeting bill was enacted.

Results showed that the respondents, although representatives of a branch of government themselves, believe that public confidence in government has reached an extremely low ebb and that more openness might be a method for restoring some public trust. However, it was interesting to note, in view of the Watergate-centered turmoil on the national scene, that a sharp difference of opinion existed between Democrats and Republicans in comparing public confidence in the media and in government generally. Democrats indicated a great deal more public confidence in the media than in government (58.6 percent media, 10.4 percent government, and 31 percent equal or no opinion), while Republican feeling was nearly evenly divided (38.9 percent media, 33.3 percent government, and 27.8 percent equal or no opinion), but with many of Republicans charging that the media have been grossly unfair in coverage, analysis and editorial judgments.

Respondents also indicated that they are in substantial accord in favoring some exemptions (65 yes, 5 no, and 6 no opinion) to an open meeting law. That finding is congruent with the law eventually enacted, which includes eleven exceptions.

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CHARACTERISTICS AND SYMBOLIC FUNCTIONS OF FICTIONAL TELEVISED MEDICAL PROFESSIONALS AND THEIR EFFECT ON CHILDREN

James M. McLaughlin, M.A.
University of Pennsylvania, 1975
Adviser: George Gerbner

This study was conducted with two principal objectives in mind: 1) to determine the kind of characters who are cast as medical professionals on television, how they perform their duties and how these characteristics and patterns of performance are symbolized, and 2) the extent of the effect that stereotypes presented on television concerning a specific profession have on viewers of television.

A content analysis of a 15 program sample of "doctor" shows dealt with the stereotypes of race, sex, and age, personal qualities and symbolic functions of doctors, nurses on television. The functions and roles of doctors and nurses were looked at by determining how they were cast in ordering and advising situations, in their physical

environments, in the context and nature of their interaction with other characters, and in how they dealt with problematic situations

A cultivation analysis compared the television stereotypes of doctors and nurses held by grade school children at various grade levels (3rd and 8th) and with various viewing habits (high and low viewing) with the television stereotypes found in the 15 program content analysis and with the 1971 census figures for the ages of medical professionals.

The research on the content of the programs revealed explicit stereotypes by sex, race, and age for both doctors and nurses. Further, the qualities and patterns of duty performance and problem solving showed those that always characterized doctors, those that always characterized nurses and how they differed. The difference was especially related to the doctor being more independent and powerful and in situations in which he controlled the situation and was the force behind the resolution of problems and dilemmas. The difference in the treatment of male and female patients was highlighted and the order of hierarchy in power functions from doctors down to patients was analyzed.

The study of the effect of television on viewers revealed that children who watch more television do tend to have stereotypes of medical professionals closer to those represented on television than do those who view less. When data from the 1971 U.S. Census was used as a basis for comparison, it was found that children who were low TV viewers tended to have stereotypes which more closely reflected the actual census figures, while the high viewers, as previously stated, reflected stereotypes portrayed on television.

Since it has been shown that television presents consistent stereotypes both in characters and their functions, and that children do tend to assimilate what they watch on television, there is a need for a continued and consistent monitoring of both the message and its effect.

THE EXPRESSED READING INTERESTS AND MOTIVATIONS OF MALE LITERACY STUDENTS IN KABUL, AFGHANISTAN

Gordon Kay Magney, M.A.
Syracuse University, 1974
Adviser: Robert S. Laubach

Over 80 per cent of Afghanistan's literate adults have not studied beyond the sixth grade. For these new literates there is virtually nothing easy enough for them to read in Dari or Pashtu.

The purpose of this research--the first of its kind--was to discover the expressed reading interests and motivations of male literacy students in Kabul. Eight Afghan interviewers surveyed 271 men in 17 classes during the summer of 1972. Half of the men were married and over half worked in offices. The others were salesmen, servants, craftsmen, technicians, waiters, transport workers or unemployed.

The men said they were most interested in reading about the Islamic religion, stories, and news. Their favorite book titles were about Islam, child training, jobs, Afghan history, their constitution, home improvement, their customs, health and politics.

The main reasons given for wanting to become literate were economic improvement, intellectual development and social advancement. The skills that the men said they would like most to learn were typing, car repairing, English, driving and tailoring.

I recommend that the expressed reading interests of these men be compared with their needs in the light of the national educational priorities, and that inexpensive, easy reading materials be prepared and distributed to them. I also recommend that practical skills like typing, auto mechanics, English, tailoring and masonry be taught in follow-up courses for literacy graduates.

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THE EXPRESSED READING INTERESTS AND EXPECTATIONS OF NEWLY LITERATE WOMEN IN KABUL

Grace Enid Magney, M.A.
Syracuse University, 1974
Adviser: Robert S. Laubach

In 1967 it was estimated that 99 per cent of the women in Afghanistan were illiterate. Even when women did become literate, there was hardly any reading material available at their level.

The purpose of this study was to provide guidelines for those producing literature by discovering the reading interests and expectations of newly literate women in Kabul. This baseline study was the first of its kind in Afghanistan.

The target group chosen was women, age 14 and above, who were enrolled in literacy classes in Kabul. During the summer and fall of 1972, seven trained Afghan women interviewed 197 women located in five different class sites.

Results indicate that the women were mainly interested in religion, sewing and solutions to family problems. The women came to the classes because they wanted to get a good job and become better informed.

Significant correlations at .05 or less indicated that women of poor living conditions who were just beginning their literacy training were interested in sewing and practical religious topics. Women of fifth and sixth-grade reading ability were interested in careers, social studies and reading for relaxation. Women exposed to the mass media were interested in home improvement or interior decorating. Newly literate, married women were interested in raising a family and improving husband-wife relations.

These conclusions are all based on what these women literacy students said they were interested in reading. The actual users of materials prepared may differ from the suggested targets due to factors not revealed in this study.

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IDENTIFICATION OF AND MEANS OF REACHING A POTENTIAL MEMBER OF A RACQUET CLUB IN THE DALLAS METROPLEX WITH SUGGESTIONS FOR RACQUET CLUB FACILITIES AND SERVICES

Cheryl C. Manney, M.A.
North Texas State University, 1975
Adviser: Tae Guk Kim

This study gathers demographic data on members of three Dallas racquet clubs, determines what media will reach club members, discerns facilities that members expect from their racquet club, and suggests ways the data can be used in an image program.

Five chapters make up this study. Chapter I explains the purposes of the study and tells how research was conducted. Chapter II explains the steps in building a corporate image. Chapter III gives research results. Chapter IV explains how data gathered fit into the total image program for a racquet club. Chapter V concludes.

Members desired good tennis facilities above anything else in a racquet club.

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WHAT IS SHE LIKE?
A STUDY OF FEMININE ROLES ON SATURDAY MORNING CHILDREN'S TELEVISION

Doreen Nelson Maronde, M.S.
Iowa State University, 1974
Adviser: J. Paul Yarbrough

This study attempted to determine the importance and character of females portrayed on Saturday morning network cartoon shows. The author hypothesized 1) that females would play insignificant roles, and 2) that when presented, their portrayals would be stereotypic. In order to test the hypotheses, the author videotaped 32-15 minute segments of network cartoons from four Saturday mornings in the spring of 1974. A count of male and female figures was kept, and female time on screen was noted. A stereotype behavior code was developed based on Rosenkrantz et al. Stereotype Questionnaire on which stereotypic and nonstereotypic behaviors could be recorded for each female.

The study confirmed both hypotheses. Fewer females than males were presented in

the shows, and they spent little time on the screen. When females were shown, they were presented stereotypically. Interestingly, as females grew older, they grew more stereotyped. The few children who appeared were not given stereotypic presentations. By the time they were teenagers, however, they were acting stereotypically three times out of five. The adult females were overwhelmingly stereotypic, especially if they had starring roles.

Females received nonstereotypic ratings in three of the 12 major categories of the study: aggressiveness, competitiveness, and home-world orientation. However, much of the nonstereotypic presentation may be explained by the medium's demand for action-oriented roles.

Females received highly stereotypic treatment in the categories adventurousness, emotionality, and irrationality. Because the male pole of behavior is valued in these areas, females are generally presented in roles that cannot be admired.

This study suggests several areas for further research. The instrument developed for this study could be used to determine the character of male cartoon roles. Beyond that, it is important to study the effect of these portrayals on children's understandings of themselves and the development of their own sex role behavior.

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THE CREATIVE PROBLEM-SOLVING PERFORMANCE OF SIXTH AND SEVENTH GRADE PUPILS UNDER THREE MEDIA PRESENTATION CONDITIONS: PRINT, AUDIOTAPE, AND VIDEOTAPE

Caroline Meline, M.A.
Temple University, 1975
Adviser: John B. Roberts

Nearly all educational media studies of the past have compared and evaluated media presentations in terms of the ability of subjects to retain and reproduce information content. This study, however, has done what is effectively the opposite. Media effects were measured by the absence of imitation and reproduction of the content.

Information related to four realistic social problems was presented to 120 sixth and seventh graders in three different media --print, audiotape, and videotape. The object of the experiment was to see how the presentation medium would affect subjects' creative problem-solving performance. Creative problem-solving was defined on two qualitative levels, both involving an inverse relationship to given information. The first criterion assessed responses for ideas that were different, or free from the stimulus material (Getzels and Jackson, 1962), while the higher level criterion evaluated responses for transformation of the given stimuli (Jackson and Messick, 1965).

Two general hypotheses were tested. H_1 predicted that subjects exposed to the information in verbal (print or audio) form would produce significantly more solutions selected by one set of judges as stimulus-free and by another set of judges as transformational than subjects exposed to the information in visual (videotape) form. H_2 predicted that no significant differences would arise in the performance of the print and audio groups.

The two grades were tested on different days and under somewhat different conditions. Confounding occurred in the seventh grade audio group when the experimenter, misunderstanding her role, gave S's special encouragement to be creative. Since her results seemed excellent, a decision was made to test the media variable under conditions in which all three sixth grade groups would receive direct encouragement to think creatively.

In the seventh grade the findings came out as expected. The audio/video comparison yielded results significant beyond the .001 level for both criteria of creative problem-solving, while the valid and reliable print/video comparison also reached significance. The latter finding is considered to provide support for acceptance of H_1. Significant differences from comparison of the audio and print responses were neither expected nor found.

In the sixth grade, the same order of effects as in the seventh grade (audio, then print, then video) was produced for the stimulus-free criterion, but only one comparison, audio vs. video, was significant. For this first criterion, the, H_2 was only

partially supported. On the transformation criterion, it was found that despite the factor of instructions, the performance of sixth grade subjects was markedly poorer than that of the seventh graders. None of the groups produced more than a few transformational solutions, and neither the audio/video nor the print/video comparison reached significance. This finding seems to indicate a difference in the capacities of 11-year-old children as compared with 12-year-olds to achieve the radically new perspective required for a transformation. Such an explanation may find reinforcement in the theory of Inhelder and Piaget (1958) where 11 years is thought to be a transitional age in the development of children from concrete to formal, or abstract thinking.

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A COMPARATIVE CONTENT ANALYSIS OF THE EUROPEAN STARS AND STRIPES AND SELECTED U.S. NEWSPAPERS, 1965-1971

John Austin Miller, M.A.
Indiana University, 1974
Advisor: Trevor Brown

Despite their protestations of independence, newspapers operating within military framework have generally been suspect among at least some of their readers. No exception to this was the European Stars and Stripes, a daily tabloid offering national and international news, sports, features and some military coverage and having a daily press run of 120,000 in 1972.

This study was undertaken to find out how the European Stars and Stripes' coverage of the domestic American draft and war protest movement during 1965-1971 compared with similar coverage in three carefully selected civilian commercial newspapers.

The three yardstick newspapers, chosen mostly for their comparability with the Stars and Stripes were: the Fort Wayne Journal-Gazette, the South Bend Tribune and the International Herald Tribune (Paris). One important factor held in common was that all four dailies subscribed to the domestic "A" wires of AP and UPI. With the knowledge that the same copy flowed into the offices of each of the chosen newspapers it was possible to compare the subsequent treatment of stories at the hands of each newspaper's editors.

Fifty important antiwar or anti-draft events that made headlines during 1965-71 were chosen. Each of the four newspapers was checked for its treatment of the 50 stories.

Tabulations and measurements showed that the Stars and Stripes and the three yardstick newspapers were fairly close overall in their judgment of which of the 50 stories were indeed "news" (i.e. deserved inclusion in the newspapers), how the stories were to be edited and how they were to be played.

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AN HISTORICAL PROFILE OF THE AMERICAN FORCES RADIO AND TELEVISION SERVICE

Larry Dean Miller, M.S.
Iowa State University, 1974
Adviser: J. K. Hvistendahl

This study examined the origin and development of the U.S. military broadcasting network operated by the Department of Defense.

The American Forces Radio and Television Service began in 1942 as a series of unrelated radio stations operating at various overseas military installations. Today, AFRTS spans the globe and easily claims the title as the largest broadcasting network in the world.

Only one comprehensive study of this network has been done, and that study was conducted in 1951. An updated version is long overdue, and this paper attempts to complete the story.

The author, a former AFRTS staff member while assigned to the U.S. Naval Base at Guantanamo Bay, Cuba, sought a broad range of information about AFRTS from official and unofficial sources. Included were interviews and materials from dozens of persons who have served with AFRTS, along with numerous other sources.

Much new information about the formative years of AFRTS is included: a close look at the organization and implementation of shortwave broadcasts; the "unofficial" responses to Axis Sally; a training school for military broadcasters; General MacArthur's staff learning of MacArthur's firing via the Armed Forces Radio Service; and other events of significance and interest to military and broad-

cast historians.

The study begins with the formation of AFRTS (then AFRS) under the leadership of Colonel Thomas H. A. Lewis. It traces the network's development into a sophisticated organization of radio stations around the world, the addition of television, satellite broadcasting, and continuing efforts to maintain credibility as a valid medium of information and entertainment for military personnel and their dependents, rather than a propaganda vehicle for the Pentagon.

The paper examines the various member networks of AFRTS, its shortwave division headquartered in Washington, D.C., and the production facility at Los Angeles, California.

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BLACKS IN MASS COMMUNICATIONS 1975: WANTED BUT NOT AVAILABLE, OR AVAILABLE BUT NOT WANTED?

Oscar Cecil Miller, M.A.J.C.
University of Florida, 1975
Adviser: Harry H. Griggs

As evidenced by a number of studies, the mass communications industry still has a great deal of catching up to do in minority employment. One such study conducted recently indicated that the standard minority groups constitute less than 1 percent of the professional United States news force.

This study, focusing on Blacks, was an attempt to pinpoint the factors that contribute to this paltry percentage of minorities in the industry. One hundred and fifty letters were sent to Black journalists, broadcasters, journalism educators and advertisers to elicit opinions on the small percentage of minorities in mass communications.

Almost all the replies underscored past employment practices by the media as being the main reason for this under-representation. Among other reasons given were lack of preparation by Blacks for work in the media, employment discrimination and Black verbal skills which have not been a marketable commodity in White society. The findings are important for two reasons. They supply useful data to journalism educators and provide recommendations on how to increase minority participation in the media.

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A CONTENT ANALYSIS OF EXTENSION-PREPARED NEWS APPEARING IN SELECTED GEORGIA WEEKLIES

Sharron Smith Millwood, M.A.J.
University of Georgia, 1975
Adviser: Albert Hester

The study centered on a content analysis of Cooperative Extension Service news appearing in 14 Georgia Weeklies.

Six variables were studied: subject matter, attention score, photographs, clip art, circulation size, and story length. To analyze subject matter, news items were divided into 3 categories and 13 sub-categories.

Results showed 15.7 per cent of all Extension-prepared news received use. Agricultural how-to and general interest stories were the most-used news. Four-H winner, agricultural event and appointment, and home economics event and appointment stories were the least-used news items.

To determine how much attention Extension news received, a scoring method designed by Richard W. Budd was used. Attention scores could range from 0 to 5. Results showed Extension news received consistent low play regardless of subject matter. The average score for all stories mailed was 2.01.

Findings did not conclusively show stories with photographs received better use than stories without photographs. Stories with clip art did not receive better use than stories without clip art.

Story length did not appear to be a factor affecting overall use. Findings relevant to stories 4.99 column inches or less and 20 or more column inches were inconclusive. The data did show stories 5 to 9.99 column inches and 10 to 19.99 column inches had little or no change from overall use. These, then, were considered "good" or "safe" story lengths.

Circulation was not found to be a factor affecting use.

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PUBLIC ATTITUDES TOWARD CHILDREN'S TV ADVERTISING: SOME INFLUENCING FACTORS

Paul Leonard Morigerato, M.A.J.C.
University of Florida, 1975
Adviser: Frank N. Pierce

Children's television advertising con-

stitutes a multi-million dollar portion of television advertising. It is also a very influential type of advertising because of the innocence and susceptibility of the viewing audience. Governmental agencies and consumer interest groups, aware of the power of children's television advertising, are concerned about the need for effective regulation. Advertisers, advertising agencies and broadcasters are also aware of efforts to further regulate their commercials. Naturally, they favor self-regulation. Current survey research has indicated that public attitudes lie somewhere between those of advertisers and would-be regulators.

This study sought an indication of possible causes behind the public's attitudes. Five variables were examined: 1) Sources of information and influence; 2) Knowledge or awareness of current regulations; 3) The type of regulation desired; 4) Favorable and unfavorable attitudes toward children's television advertising; and 5) Measurements of two personality characteristics, misanthropy and human variability, related to the perception of advertisements.

The results indicated: 1) Public attitudes are chiefly based on exposure to, or viewing, children's television advertising; 2) There is no significant difference among respondents with favorable and unfavorable attitudes in their use of available sources of information or desires for any particular type of media regulation; 3) The personality characteristics which are measured did not influence attitudes in either direction; 4) Knowledge of current regulations plays an influential role in the forming of public attitudes on this subject; 5) Respondents with the strongest attitudes and opinions favor increased regulation by either a Broadcast Center sponsored by the advertising industry, the TV broadcasters, or the government.

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CENSORSHIP IN BRAZIL AND CHANGES IN PRESS CONTENT

Luiz Gonzaga F. Motta, M.A.
Indiana University, 1975
Adviser: G. Cleveland Wilhoit

This study analyzed how changes in a political system affected newspapers' editorial content. The main concern was with outside pressures (censorship) directly exerted upon the communicator and reflected in media content. The 1968 Brazilian political crisis was used as a natural experimental situation. Two major questions were considered: 1) what happened to the editorial content of the Brazilian press when censorship was imposed? 2) what happened specifically to front page news content?

An analysis compared the content of six prestige papers published in the three largest Brazilian cities during six months before to six months after the censorship, classifying stories according to four main categories: 1) Governement; 2) Public Events; 3) Politics; 4) International.

Significant drops occurred in the proportion of political news. This was true both for inside pages and front pages, although the changes were greater for the latter. News about political criticism, anti-government activities, street demonstrations, student unrest, worker protests, and the like, were completely eliminated. This was due to censorship and also the fact that these opposition activities were being suppressed from the political scene as a result of hardening military control.

To fill the news hole, all newspapers increased coverage of other news categories. In doing this, they followed different paths. All increased news about public events such as non-official technical news concerning the economy, industry, health, education, transportation, etc., and trivial news such as sports, entertainment, crime and other police events, and human interest stories. There was also a general increase in official news. In this point, the press again seemed to reflect what was going on in the country: the centralization of power expanded government activities and this was followed by press coverage of administrative procedures. There was also an overall gain in foreign news but not as much as in other categories. While three papers increased foreign news, three decreased it.

The proportions of increases and decreases differ from one paper to another, probably reflecting different political orientations of the newspapers, their degree of influence on public opinion, and other local circumstances. This is true for front pages

as well as the whole newspaper. Generally, inside page changes were similar in kind if not in amount to front page changes. There was a difference in the increase of public event news. The gain in this category was much more significant when the whole papers were considered than when front pages were examined separately. This suggests that these subjects are considered good for inside pages but not for front pages. Editors preferred to use foreign items to replace the loss in political news on the front pages.

The findings suggest that in exceptional political situations, newsroom control brings sharp changes in newspaper content. On the whole, there was a qualitative loss in news categories: the proportion of trivial, sports, and sensational news grew while political and cultural news decreased. The press lost much of its capacity to create public debate and channel political opinions toward consensus. While public debate on national issues is suppressed, newspapers' political content undergoes a similar process.

In Brazil, after the December 1968 political crisis, the press reproduced the debilitation of politics. The censored press echoed a controlled country.

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NEWSPAPER TREATMENT OF
DR. ALFRED C. KINSEY'S SEXUAL RESEARCH

Richard S. Musser, M.A.
Indiana University, 1974
Adviser: G. Cleveland Wilhoit

Newspaper accuracy, editorial emphasis and the use of sources in reporting the controversial sexual research of Alfred C. Kinsey, Indiana University zoologist, were studied. A systematic random sample of 534 news stories, editorials, features, columns, reviews, letters to the editor and miscellaneous items from the archives of the Institute for Sex Research (ISR) Library was classified by newspaper circulation size, geographic location, and whether the articles included material verifiably paraphrased or directly quoted from the two Kinsey books on sexual behavior, Kinsey himself or members of the IRS staff.

Straight news coverage of the Kinsey research was surprisingly accurate. But about 80 per cent of the newspaper coverage avoided primary sources and merely reported the sales of the two volumes, used Kinsey as a facetious reference point for articles about sex and scientific research, reported the actions of persons who capitalized on Kinsey's fame for their own personal gain, quoted critics who were often ignorant of Kinsey's findings and conclusions, or reported the general concern of the public about the open discussion of sexual behavior.

The press tended to report only the most controversial of Kinsey's findings, beginning with the publication of Sexual Behavior in the Human Male in 1948. Classification of the articles by type and date shows a huge increase in newspaper coverage of Kinsey topics after the release of Sexual Behavior in the Human Female in 1953. Analysis of the articles also reveals that columnists were the journalists most likely to write about Kinsey and the group most likely to distort Kinsey's research or treat the scientist in a facetious manner. Virtually no differences in journalistic treatment are found when the papers were analyzed by size and geographic location.

The study suggests that the journalistic coverage of Kinsey marked the beginning of a new era of frank discussion of sexual topics in the nation's press.

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COMMUNICATION AND DEVELOPMENT:
AN INVESTIGATION IN
SELECTED UGANDA VILLAGES

Thomas B.O. Mwanika, M.S.
University of Wisconsin, Madison, 1974
Adviser: R. Powers

The extension methods in Uganda have always been based on a unidirectional approach by which change agents seek to talk to rather than with their clienteles.

For instance, in agriculture this approach is usually based on the assumption that the agricultural staff are all and always omniscient and hence can prescribe the correct treatments to farmers' farm problems Thus, the approach precludes any possibility of input from the farmers who are often ex-

pected to adopt whatever is introduced without question. When the farmers have refused to adopt certain innovations, or when certain innovations have simply failed for some unknown reason, the recourse of some extensionists has been to dub such farmers as conservative, lazy, or unmotivated. This has been the case in Uganda where efforts to get certain practices adopted have been grossly unsuccessful.

The introductions of innovations increased proportionately from the time of Uganda's Independence (1962) when the administrators and politicians, over-anxious for national development, introduced project after project oftentimes without adequate planning. The result has been inevitable failure of several of these innovations and large monetary losses. Uganda's Department of Agriculture continues to report low crop yields in the farmers' fields compared to those in research stations, and the yields of some crops are declining!

The importance of agriculture to Uganda's economy and to the welfare of the majority of her people cannot be over-emphasized. Therefore, it is imperative to find answers to the various farm problems.

This study is an effort in that direction. The study is designed to test the farmers' knowledge and their evaluation of a number of selected innovations in agriculture, health, and social orientation. The test does not of course exhaust the diversity of content in these three areas. However, the author has selected the questions out of many areas of content with the hope that their use, we have things that discriminate the knowledge and attitudes of our respondents on these areas.

The study is also intended to provide Uganda with a communication system which allows not only dialogue between the extension workers and their farmers, but also a built-in self-evaluating system at the village level.

This research project is basically a product of the writer's formal agricultural training and his approximate two-and-half years of field experience as Assistant Agricultural Officer (AAO) with Uganda's Department of Agriculture. During that period, he got exposed to the department's periodic reports and meetings at various levels where the Department's achievements and failures were always the subjects of reiteration.

The thesis comprises four chapters. The first chapter describes the setting for the study, and describes Uganda's physical and social environment, agriculture, and the communication systems.

The second chapter discusses the role of communication in development. Several communication and development experts have tended to interpret development in terms of national output figures of economic activity during any one period. The author takes a different view from this definition of development. He bases his definition on the notion that "an army moves on its stomach." That is, any army needs food for energy whether for charging or retreating. Similarly, it would be preposterous for any country to talk of development if such country cannot even feed properly the increasing mouths of her population. One other basic idea of this chapter is that communication is an embryonic discipline whose role in development is controversial. The writer attacks the existing theories, methodologies, policies, and practices, and presents components of a communication strategy in rural development as alternatives to them.

The third chapter discusses the research proposal in which the basic theme is that since agriculture is the backbone of Uganda's economy, any Uganda Government effort to transform Uganda's society--in terms of increased output per man-hour and improvement of individual well-being--is automatically effort to transform agriculture through increased awareness of agricultural production possibilities and alternatives. The Chapter also explores the study's problem area, objectives, hypotheses, and its significance.

The last chapter explains the methods and instruments which will be utilized in the collection and analysis of the data.

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CITIZEN PARTICIPATION IN TRANSPORTATION PLANNING: Case Study of a Pandora's Box in Government Public Relations

Ronda L. Nager, M.A.
University of Wisconsin-Madison, 1974
Adviser: Scott M. Cutlip

The frustration of citizen anonymity and powerlessness which bore the "power to the people" protests of the 1960's has, in the last few years, been funneled into a new form of political activism--a movement to gain citizen participation in government decision making.

The ubiquitous movement for a voice in government has caused transportation professionals, and specialists in every other agency of government, a certain amount of consternation and turmoil. The issue is obviously not just one of public relations, but public relations is a big part of the problem and a big part of the solution. How the potential participant will be located, how citizen input will be evaluated, and how involvement and interest will be sustained over a long project development period are only some of the questions the public relations practitioner will be called upon to answer. But the major difficulty for the practitioner is that of devising channels for participation and feedback which will allow all who are affected or interested to participate in decision-making.

The purpose of this thesis is to examine through survey technique the need for, and difficulties inherent in establishing channels for partnership between specialists and their affected publics. Transportation planning is used as the case study. Four issues are examined: 1) responsibility--the extent to which the three sample groups--transportation department personnel, members of a transportation public interest group, and members of the general public--believe that transportation plans must be the product of their joint labors; 2) performance--the perception of whether elected officials and transportation department personnel are using every tool and resource at their disposal to satisfy the transportation concerns of most Wisconsin residents; 3) opportunity--are there opportunities for citizen views to be obtained, debated, and responded to by public officials at each stage of the decision-making process; and 4) credibility and trust.

Results indicate the major obstacles the public relations counselor will be faced with in establishing a working partnership between the public and the professionals are government unresponsiveness, public apathy, lack of government credibility and public trust, and the questionable representativeness of vocal public opinion.

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THE STATUS OF WOMEN IN BROADCAST JOURNALISM: A NATIONAL SURVEY

Abigail Jones Nash, M.A.
University of Wisconsin-Madison, 1974
Adviser: Vernon A. Stone

National samples of women employed on news staffs at radio and television stations were surveyed by mail in the fall of 1973, as were their news directors. Two questionnaires, one for each group of respondents, were designed to examine how working conditions for women in broadcast news compare to those for men, and to assess newswomen's job satisfaction.

Two-thirds of the newswomen said they had been discriminated against on the job because of their sex, and the areas of pay, promotion, and story assignments were frequently mentioned examples. Data on salaries indicated that newswomen were being paid less than the average news staffer. From one-third to three-fourths of the respondents felt their opportunities in various areas of employment were not as good as those of men.

At the same time, 45% of the newswomen said they had been favored in some way because of their sex, but 82% said they should not be favored.

Despite perceived discrimination, more than eight out of ten newswomen responding to the survey expressed overall satisfaction with their jobs. Although job satisfaction ratings were consistently high, respondents who reported discrimination or relatively poor job opportunities were also more likely to be dissatisfied with their jobs.

News directors were generally pleased with newswomen's work: 89% rated the job performance of their women employees as "good" or "excellent." About one-fourth said women did not perform as well as men, but more than two-thirds said the job performance of the two sexes was the same. Few news directors noted any special problems posed by women on their news staffs.

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JOURNALISM INSTRUCTION AND ACTIVITY IN MICHIGAN PUBLIC COMMUNITY COLLEGES

Judith Nickless, M.A.
Central Michigan University, 1974
Adviser: Thomas Rood

The objective of this study was to determine the extent of journalism activities in Michigan public community colleges. The four areas of investigation were: (1) the journalism program, (2) student publications, (3) duties of the instructor-adviser, and (4) background and training of instructor-adviser.

The study was confined to an examination of journalism activities in Michigan public community colleges. Private community colleges were not included.

The mail questionnaire form of inquiry was used to conduct this survey. A five-page questionnaire was sent to all community colleges in Michigan. A cover letter explaining the purpose of the survey was also sent with it. The letter included a provision to indicate that there was no journalism publication activities at that college. The questionnaires were mailed March 31,1974, and a second round was sent one month later to those colleges that had not responded. Seventy-five per cent of the colleges responded to the survey.

The findings of the study indicated that a little less than two thirds of Michigan's community colleges offered formal courses in journalism in 1974. Thirty-six per cent did not offer journalism for credit. In addition the number of students enrolled in journalism courses was increasing in more than half of the colleges who responded to the survey. A survey course in mass communications and an introductory course in news writing were taught at 50 per cent of the community colleges. While a majority (84 per cent) of the community colleges published a newspaper, very few (12 per cent) published a yearbook. Less than 30 per cent of the instructors had earned a major or minor in journalism and only 23 per cent had a master's degree in journalism. Newspaper work was the main type of experience of those instructors who had had media experience.

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THE "TRAIL DUST" COLUMNIST: A BIOGRAPHY OF DOUGLAS MEADOR

Julian Stanley Nolen, M.A.
East Texas State University, 1974
Adviser: W.J. Bell

Douglas Meador, in almost half a century of publishing his small town newspaper, gained national recognition through his column, "Trail Dust," a collection of word portraits of the Southwest and philosophical paragraphs. This study provides biographical information, his personality, and philosophy. Meador's memoirs of pioneer publishing in the ranch country of West Texas merit preservation.

Taped interviews with the editor-publisher, his wife, Lila, close relatives, community leaders, and area editors provided many anecdotes. Files of area newspapers, articles from professional magazines, and correspondence with former business associates added to the interviews by providing some detail and verifying dates. Clippings, letters, and other materials kept in scrapbooks by Mrs. Meador, plus early issues of the Matador Tribune and the Roaring Springs News not only provided an outline of the editor's professional career, but insight into his writing style through his column.

Material, especially excerpts from his column reproduced by other publications across the nation, is abundant. Not only does Meador present an interesting philosophy in his column, but his philosophy of community journalism deserves attention. The fact

that he has been quoted so often by others in the profession illustrates an important contribution despite the limited circulation of his own newspaper in the sparsely settled ranching area.

Meador's book, his column, and his newspaper have earned him recognition far beyond the Matador area. He not only speaks the language of his neighbors in the ranch country, but frequent appearances of excerpts from his column in publications across the nation have reached a much wider readership.

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SUBSCRIBER VIEWING IN CABLE TELEVISION SYSTEMS OFFERING DIFFERENT AMOUNTS OF PROGRAMMING

Bruce A. Nygren, M.S.
Iowa State University, 1974
Advisers: J. Paul Yarbrough
Jack Shelley

Will television viewing behavior vary when more programming is available? Insight on this issue was sought from the results of a questionnaire mailed to subscribers of five Iowa cable TV systems. These systems, in various assortments, offered from 7 to 11 network, educational, and independent TV stations. An examination was made of general audience behavior, and also the behavior of individuals grouped by sex, age, education, and occupation.

Availability of TV programming in each cable system was determined through a measure of unduplicated programming (UP). UP was defined as programs bearing different titles during measured half-hour periods. All programming was grouped into three categories --News, Entertainment, and Edification ("educational" or "informational" fare).

The main hypotheses proposed that total viewing and Entertainment viewing would be higher where total UP was more abundant. It was suggested that News and Edification viewing would remain stable regardless of total UP for each program type.

Results indicated that total TV viewing and viewing of Entertainment were significantly higher where UP was higher. Generally, this finding was observed regardless of respondent sex, age, education, or occupation. The exception occurred with Entertainment viewing; the higher educated showed stable viewing of this program type. Viewing of News and Edification was lower when more of each program type was available. This was observed regardless of personal characteristics. Further analses revealed that the amount of Entertainment available strongly influenced viewing of News and Edification. The audience appeared to decrease viewing of these program types in order to take advantage of the greater quantity of Entertainment offered them.

The findings again demonstrated the attractiveness of entertainment programming to the audience, and added support to the notion that television is the most "mass" of the mass media.

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READERSHIP AWARENESS OF FLORIDA'S NEWSPAPER SPORTS GATEKEEPERS

Thomas Patrick O'Hara, M.A.J.C.
University of Florida, 1974
Adviser: Leonard Hooper

This study draws a profile of Florida newspaper sports gatekeepers and, within a broad range, determines what percentage of this group is attuned to the interests of sports readers.

Mail surveys were sent to the 51 daily newspapers in Florida with the request that every member of the sports department who regularly handles layout answer the questionnaire.

Respondents were asked to estimate readership by interested sports readers of various pieces of information usually found in a newspaper sports section. The questions were based on a nationwide 1969 Associated Press Managing Editors survey conducted by Carl J. Nelson, Inc.

Florida's sports gatekeepers were found to be relatively young, well educated, inexperienced, and almost exclusively white males. Their estimates of readership were close to findings in the APME study on information about major sports but were not so on information about less significant sports.

There was little consistency in estimates by members of the group. This trend was present even among editors from the same

newspaper.

The great majority of editors reported that none of their estimates were based upon any form of readership surveys or newspaper research.

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PRUITT-IGOE: THE NEED FOR "EARLY WARNING" JOURNALISM

Barbara Olenyik, M.A.
Indiana University, 1975
Adviser: Ralph L. Holsinger

This paper examines how the St. Louis press covered the public affairs issue of high-rise government-owned public housing in the 1950s. It focuses specifically on Pruitt-Igoe, the mammouth 11-story black housing complex in downtown St. Louis which, since the late 1950s swiftly had deteriorated into a wasteland of gutted cars, shattered glass and human excrement. By the early 1970s, the project had been abandoned.

When the wrecker's ball leveled the first of the 33 buildings which comprised Pruitt-Igoe in 1972, news accounts in the two St. Louis dailies--The Post-Dispatch and The Globe-Democrat--were replete with phrases such such as "vertical ghetto," "high-rise tragedy," and "urban jungle." However, a content analysis of news accounts in the early 1950s, when the doors of Pruitt-Igoe were first opened to tenants, indicated that then there were no disparaging words, no critical comments about the project. Indeed, news accounts of the period hailed Pruitt-Igoe as an architectural achievement and claimed it would rescue children from the squalor of the slums.

The press' strong endorsement of Pruitt-Igoe in the early 1950s led the writer to examine whether such an endorsement was justified. To accomplish this, a review of literature on public housing in the late 1940s and early 1950s was made. The writer discovered that an active debate about the merits of high-rise public housing projects such as Pruitt-Igoe was taking place around the country by sociologists, psychologists, psychiatrists and housing experts. Furthermore, the debate was taking place in forums readily accessible to reporters--forums such as national and regional housing conferences and in housing journals. A point repeatedly accentuated in the debate was that stacking and squeezing thousands of people into limited acres of inner city land certainly would induce grim social problems--problems similar to those soon manifested at Pruitt-Igoe.

After establishing that the local press failed to heed warning signals about Pruitt-Igoe, the writer talked with reporters who had covered Pruitt-Igoe during the 1950s and attempted to account for the poor performance. The writer concluded that several factors contributed to the press' insensitivity to "early warning" information. These factors included an overdose of do-goodism, a dependence on officials for information, an "event" orientation to news and an inability to establish a liason with the poor.

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AWARDING A CABLE TELEVISION FRANCHISE: A CASE STUDY OF SARATOGA, CALIFORNIA, 1968-74

Joan M. O'Mara, M.S.
San Jose State University, 1975
Adviser: Gordon Greb

The hypothesis of this thesis is that if a city, acting in good faith and in what it believes is the best interests of its citizens in developing and installing a community C.A.T.V. system, sets standards and ideals for its projects for franchises at too high a level, then it will be impractical or impossible for firms to compete because of the conditions imposed. The paper is a case study involving the city of Saratoga, California.

The issue was studied from March, 1968 to April, 1974 using the case study method. The city of Saratoga's experience in developing a functioning cable television franchise extends over a period of eight years. During the period 1966-74 the city council negotiated to obtain for its city the best and most advanced C.A.T.V. system in the country. Why it does not have this remarkable system after eight years is a topic of great interest among Saratoga residents. The feeling that an average system that works is better than

no television reception at all is a prevalent attitude among the town's population of 25,000. The reason that the city does not have a C.A.T.V. system yet appears to be related to the unusual demands the city administrators have placed on those bidding for the franchise.

The type of standards that were looked at included, among other things, bonding requirements, undergrounding rules, and studio equipment. Saratoga's policy on underground placement of the cable was arbitrary before 1971; the city's utilities were 95 percent overhead, but the city council wanted the cable system to be entirely underground. In August, 1971, the council finally amended the enabling ordinance to eliminate the undergrounding provision. But the amendment of this ordinance provided for an astounding $750,000 construction bond to be posted.

Another example of an unreasonable demand was the requirement for a community access studio to be located in the city and to be fully equipped with the most expensive equipment available. This requirement had to be met although there was a studio available in the immediate adjacent community which was only being partly used. The city also was requiring a mobile studio with color equipment, a requirement that even many large cities have been unable to afford.

Saratoga officials have had good intentions, but by making unrealistic demands to achieve an expensive blue ribbon system they have been left with no system at all. This is in direct contrast to the surrounding communities which all have functioning C.A.T.V. systems.

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NEED AND INTEREST ASCERTAINMENT OF A TELEVISION AUDIENCE IN ORDER TO PROGRAM IN THE "PUBLIC INTEREST"

Nanette Otto, M.A.J.C.
University of Florida, 1974
Adviser: Leonard J. Hooper

An exploratory study of a proposed television station's audience was designed to determine community problems and needs, individual interests, and characteristics of the audience. A follow-up study of leaders of significant groups (significance measured by a group's size or influence) was designed to provide insight into community problems and needs.

The television station was to be built in Orange Lake, Florida, so the television audience was composed of those residents who lived within a 58 mile radius of the station. Both a random sample of the general public and selected leaders were questioned by means of personal interviews.

The findings from both studies indicated a number of problems in the areas of government, economy, entertainment, services, etc.

These findings were used to complete the "Ascertainment of Needs" section of the broadcast application for a construction permit filed with the Federal Communications Commission. The findings also were used to make recommendations to the programming director of topics for television announcements and television programs.

All information determined by the studies was intended to serve the programming director as a source of reference for designing future television programs to best serve the "public interest."

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MUCKRAKING AND RAY STANNARD BAKER

William Quayle Parmenter, M.A.
University of Maryland, 1975
Adviser: Carter R. Bryan

On April 14, 1906, President Theodore Roosevelt unleashed his famed "Man with the Muck Rake" speech, and so named the "muckrakers." These publicity men for reform, some responsible others irresponsible, labored valiantly during the Muckraking Era, 1902 to 1912, to expose the evils of concentrated wealth and institutionalized immorality.

The antecedents of muckraking are identified in the reformist spirit emerging in the 1870s in newspaper crusading, pre-muckraking novels, and the cycle of governmental reform that passed through the cities and states to the federal government. Economic and social factors associated with the Muckraking Era are identified as agrarian discon-

tent, concentration of great wealth, political corruption, unfair distribution of welfare and opportunity, and commercial and industrial corrpution. Excerpts of Muckraking Era articles, and capsule biographies of muckrakers illustrate the interaction of social and personal factors during the era.

The biography of Ray Stannard Baker, a principal muckraker for McClure's and American magazines, is examined in some detail. Two of his noteworthy series, one on labor conditions and labor racketeering, and a second, "The Railroads on Trial," are analyzed for their impact on the day, and their influence on legislation.

Contemporary interest in muckraking is assessed as the highest it has been in years. Top domestic muckrakers and investigative reporters discuss topics to investigate and the hazards of their trade. Based on interviews with 12 foreign press spokesmen, it is concluded that nowhere in the world does muckraking exist in the same vigorous, full-bodied development as in the United States.

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FAMILY STRUCTURE AND
TWO-WAY COMMUNICATION

George W. Pasdirtz, M.A.
University of Wisconsin, 1975
Adviser: Jack McLeod

Hage's theory of family structure and communication was combined with a specially constructed measure of consensus to make predictions about types of families in various stages of their life cycle and in cultures with various levels of complexity. The measure of consensus was developed to allow the inclusion of person perception variables without encountering the statistical dependencies which have hampered similar research efforts.

Couples at one stage in the family life cycle called the unlaunched period (post-adolescent children still living in the home) were sampled and asked to discuss the behavior of their college age children in campus demonstrations and one other topic of lower complexity. A third topic was used as a control. Topics discussed were determined by random assignment. It was predicted that the higher the complexity, the lower the initial consensus and the greater the impact of communication on increasing consensus. Results indicated a high degree of unreliability in the measuring instrument. It was suggested that "behavior oriented" rather than "opinion" items would have provided greater stability.

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BRITISH BROADCASTING:
FROM MONOPOLY TO COMPETITION

Robert G. Pedersen, M.A.
University of Washington, 1975
Adviser: Richard B. Fitchen

This thesis constitutes an analysis of the reasons for the British decision in 1954 to introduce commercial television into their broadcasting system.

The importance of the decision was emphasized by the fact that prior to 1954, the British Broadcasting Corporation--the nation's sole broadcasting authority--was probably the world's outstanding example of the government-sponsored monopoly broadcasting organization and served as a model for many other countries. The 1954 move inspired others to follow suit. As critic Wilson P. Dizard put it:

> The shift away from state-oriented television broadcasting toward commercialism began in the 1950's. The event that triggered the shift was the British government's decision to introduce commercial television in competition with the government chartered BBC. Within a few years, dozens of other countries adopted similar arrangements.

The thesis traces the historical development of British broadcasting from its beginnings in 1922, with special reference to British attitudes toward the monopoly and commercialism in broadcasting. The latter were separate but interrelated aspects of the 1954 decision and they were treated separately. The thesis then proceeds to analyze the immediate events surrounding the 1954 decision.

The thesis concludes that the existence of the monopoly ran contrary to English tra-

ditions of freedom of expression, as exemplified in other areas such as the print media and theater, and that the monopoly would inevitably have fallen as a result. The determination to adopt commercial television, on the other hand, was primarily a practical one. Television demanded a far greater monetary investment than radio, and England, after World War II, was financially strapped. Commercial funding was considered the only viable alternative. If the English could have afforded it, they would probably have instituted a non-commercial television service as competition for the BBC.

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THE "STANDARDS FOR OWNERSHIP": NELSON POYNTER'S MANIFESTO

Donna M. Peltier, M.A.J.C.
University of Florida, 1975
Adviser: Harry H. Griggs

In 1947, Nelson Poynter wrote the "Standards for Ownership of a Newspaper or Radio Enterprise"--a manifesto embodying his philosophy of journalism as well as practical policies for his newspaper, the St. Petersburg Times, and radio station WTSP. This study examines and evaluates Poynter's recent claim that all 15 Points of the "Standards" have been carried out.

Data for the study were derived from two main kinds of sources: personal interviews with Poynter and a number of his colleagues, both past and present; and material from the Times Publishing Company's library and from personal files. While Poynter is not yet entitled to boast of complete success, the evidence indicates that most of the "Standards" have been implemented.

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A COGNITIVE APPROACH TO STUDYING MEANING IN CROSS CULTURAL COMMUNICATION

Manjunath Pendakur, M.A.
University of Washington, 1975
Adviser: Keith R. Stamm

The main purpose of this thesis was to study whether cultural differences are concomitant with differences in ideas. Ideas were looked at as some kind of "mental pictures" that people have which are exchanged in communication.

An attempt was made to avoid the language component altogether in collecting the data. Respondents employed a set of symbols to represent their ideas from the field of observations which were in the form of visual stimuli. The stimuli were divided into two groups consisting of five themes depicting situations from different cultural settings. Twenty photographs were chosen from Edward Steichen's The Family of Man for this purpose. The two cultural groups were selected from Indian and American students on this campus.

The major hypothesis in the study that between culture differences would be greater than within culture differences was supported but only with respect to three of the eight types of ideas used. There was a separate hypothesis with respect to each type of idea suggesting the direction of the differences. This was based on a given cultural rationale. The results supported four of these eight hypotheses.

The orientational approach taken in this research was found to be very useful to studying meaning cross culturally. The use of visual stimuli which added to the attempt of getting at a subject's ideas could be further developed in terms of color and motion, et. cetera.

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PUBLIC RELATIONS IN ISRAEL: THE STATE OF THE ART

Michael Peres, M.A.
University of Texas, 1975
Adviser: Alan Scott

The thesis is an overview of the field of public relations in Israel. It concentrates on three main aspects: (a) the firms--their structure, clients, and areas of public relations activity; (b) public relations and the media; and (c) the legal status of public relations in Israel and its standards.

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A STUDY OF THE FEASIBILITY OF A MAGAZINE FOR THE NATIONAL AFFILIATION FOR LITERACY ADVANCE

Marcia Rae Nichols Piepgrass, M.A.
Syracuse University, 1974
Adviser: Robert S. Laubach

This study obtains opinions from the leaders and newsletter editors of the National Affiliation for Literacy Advance (NALA) on two questions: "Would a national NALA literacy magazine be feasible?" and "How would such a magazine be set up, operated and financed?"

Data was collected through a leader questionnaire (pretest), an editor questionnaire and a content analysis of a year's issues of NALA publications.

For a new publication to be started NALA must be assured that the magazine: is needed; would be financed, have a purpose, have a source of news, and be supplied with news.

Part one of the questionnaire concluded that a literacy magazine would do more than existing publications, have regional and national information available, have willing reporters, and would be important enough to finance.

The content analysis showed that the major news source would be the newsletter editors.

Part two of the questionnaire concluded that the staff should be two to three people. Policies and objectives should be determined by the Laubach Literacy publishing committee, by the NALA executive committee and by the editorial staff of the magazine. Evaluation should be done by the same group and by tutors. The magazine should be financed by paid subscriptions.

This section also concluded that a magazine size would be 8 1/2 x 11 inches, 8 to 32 pages in length, illustrated by both photographs and art work, would supplement newsletters and replace Literacy Intercom and Literacy Leadership.

The study supported NALA in beginning a magazine within two years.

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CRITICAL MANAGEMENT DECISIONS IN A SUCCESSFUL INDEPENDENT UHF TELEVISION STATION: A CASE HISTORY

Michael A. Piscitelli, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

Successful operation of an independent UHF television station in competition with three VHF network affiliates is rare. This study is a case history of such a station, analyzing critical management decisions which led to that success. The station studied was WTOG, St. Petersburg, Florida, which began broadcasting in early 1969 and was within a year operating in the black.

Methodology of the study consisted of interviews with the original management team at WTOG, as well as with the current top management and with the president of the station's parent company, Hubbard Broadcasting Corporation.

Five management decisions appear to have been critical in the station's success: (1) the original selection of a market which exhibits strong growth tendencies, has a high UHF conversion rate and in which one of the network affiliated stations is weak; (2) the decision to spend large amounts of money for first-rate equipment to insure coverage and picture quality equal to that of the market's VHF stations; (3) the decision to counterprogram the network affiliated stations in order to offer the viewing public a distinct alternative to what was being scheduled by the other stations; (4) building a small, versatile staff rather than the more traditional large, departmentalized organization so that every staff member was able to perform a number of tasks; (5) the development of a positive, aggressive sales philosophy based on selling the value of television advertising and the ability of an advertiser to reach more people by spending a portion of his budget on the independent station.

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A COMPARISON OF PRESCHOOLERS' VERBAL AND NONVERBAL BEHAVIOR WHILE VIEWING SESAME STREET AND PINK PANTHER

Dorothy Gallagher Prawat, M.S.
Oklahoma State University, 197-
Adviser: James W. Rhea

Scope of Study: Eighteen preschoolers were video-taped in groups of four or five, while watching randomly selected ten minute segments of Sesame Street and The Pink Panther. Observers viewing the video-tapes used a category system to record the frequencies of certain behaviors thought to be indicative of affective and cognitive involvement in the program. These data were analyzed in an effort to directly assess children's viewing preferences for the two types of television fare.

Findings and Conclusions: The Pink Panther, a popular but violent cartoon show, elicited significantly more nonverbal affective behaviors--mostly in the form of smiles --than Sesame Street. The two programs did not differ in verbal affect, in nonverbal or in verbal "relating" behaviors. Children demonstrated significantly more motor movement "initiation" than imitation while watching both programs. The same was true for verbal behavior. This belies the notion that television is a "cool" or noninvolving medium at least for young children.

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AN INVESTIGATION OF ACCURACY IN NEWSPAPER SCIENCE REPORTING

David Lynn Pulford, M.A.
University of Texas, 1975
Adviser: James W. Tankard

This study used a mail questionnaire to investigate the accuracy of newspaper science articles as judged by a sample of scientists who recently had an article about their work published in a newspaper. This study found more errors in science news than previous studies found in general news. Sources marked 2.16 errors per story.

Scientists seemed to feel that newspaper coverage of science is important to the public, but that too little information is published. Scientists indicated quotes and facts are reported fairly well, but relevant information about inferences, method of study, and results is often omitted.

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THE HISTORY OF UNDERGROUND COMMUNICATION IN RUSSIA SINCE THE SEVENTEENTH CENTURY

Bill Rainbolt, M.A.
North Texas State University, 1975
Adviser: Reg Westmoreland

The purposes of this study were (1) to identify the reasons for and the processes of underground comaunication in Russia since the seventeenth century and (2) to utilize the information to interpret the clandestine media's significance.

The study concluded: (1) underground media have evolved because Russian governments have oppressed free speech; (2) dissidents have shared similarities in the methods of illicit communications; (3) whereas the earlier clandestine press tended to be either literary or political, today's samizdat is a synthesis of many varieties of dissent; (4) underground media have reflected the unique characteristics of Russian journalism; and (5) the Chronicle of Current Events is unparralled as a news journal in the history of Russian dissent.

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AUDIENCE INTEREST IN A CONTROLLED CIRCULATION COMMUNITY NEWSPAPER, THE SADDLEBACK, CALIF., VALLEY NEWS

Betty Waters Rawlings, M.A.
California State University, Fullerton, 1975
Adviser: James Alexander

The purpose of this study was to examine eleven variables in relationship to the willingness to pay for a controlled (free) cir-

culation community weekly newspaper, the Saddleback Valley News, in Southern California. This study of the potential audience involved the use of a questionnaire which also probed reader preferences.

A probability sample, stratified by sex, of 194 respondents was obtained from a circulation area of 14,932 households. Each respondent was given a questionnaire to be filled out in the presence of an interviewer.

Results were tested on a .10 confidence level for statistical significance. The survey revealed that 164 (84.5 percent) of the respondents were readers, and 51 (31.3 percent) of these were willing to pay to receive the newspaper. The findings identified only one variable, frequency of readership, which had statistical significance when associated with willingness to pay. Readers and nonreaders were compared in relationship to the eleven variables, also.

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THE ROLE OF THE DIRECTOR OF SCHOOL PUBLIC RELATIONS

Constance E. Rebich, M.A.

Kent State University, 1974

Advisor: Harold Van Winkle

This study collected factual data to describe systematically the role of the director of school public relations by determining: the performed role of the director of school public relations and the preferred role of the director.

Data concerning the performed and preferred roles of the director of school public relations were gathered from the responses to questionnaires completed by twelve practicing directors and their superintendents in Northeastern Ohio.

A chart listing 25 different duties was presented to each director and superintendent to check the role he perceives the administrator now performing as the school public relations director and the role he feels the director should be performing. Also, each respondent identified and ranked in order of importance the three duties on which the director is now spending most of his time and the three duties on which he would prefer the director spend most of his time for major PR value to the school system. Responses were tabulated and analyzed.

This investigation concluded that the position of the director of school public relations is not highly professionalized. Little agreement on defining major duties and responsibilities existed among superintendents, or among directors, or between superintendents and their directors.

Superintendents and their directors were polarized in their perceptions of the major responsibilities the director should be performing to implement a successful program of school public relations. Superintendents reflected a traditional approach to public relations, with an emphasis on media relations and printed publications. Directors, on the other hand, identified two-way, inter-personal kinds of communication as the activities which they felt would be most beneficial for good public relations.

Another item of disagreement between superintendents and their directors revolved around participation in management-decision-making. The majority of superintendents agreed that not only were their directors not involved with this now, but also they should not be involved. However, the majority of directors saw themselves participating in management decision-making, and they agreed that they should participate as part of their responsibilities.

Not only did superintendents and their directors disagree on the "should's," only one pair was able to agree on the three major duties the director is now performing.

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A STUDY OF THE APPROPRIATENESS OF THE JOURNALISM CURRICULA IN COMMUNITY COLLEGES IN FLORIDA AS A BASIS FOR UPPER DIVISION JOURNALISM EDUCATION IN THE STATE UNIVERSITY SYSTEM

Brian Edward Richardson, M.A.J.C.

University of Florida, 1975

Adviser: John V. Webb

The extent and content of journalism curricula in public community colleges in Florida are examined, as well as the amount and type of communication about articulation and transfer requirements between journalism

and mass communications faculties at community colleges and selected state universities.

Questionnaires were mailed to Florida community college journalism and mass communications faculty members. Results were analyzed to profile these community college faculty members and to determine the number and type of journalism and mass communications courses offered in the community colleges.

Courses also were examined through interviews at four community colleges which send the most graduates to the University of Florida's College of Journalism and Communications and the University of South Florida's Department of Mass Communications. The purpose was to compare the community college programs with the recommendations for a community college transfer sequence.

Recommendations include improving communication between community college mass communications faculty and the state universities through the use of professional society meetings, increased circulation of transfer information catalogs and visitations by university representatives to the community colleges. Establishment of a standardized university parallel mass communications curriculum to be offered in the community colleges is also recommended.

220

A STUDY TO DETERMINE THE USE, FUNCTION AND POTENTIAL OF TELEVISION IN ORANGE COUNTY HOSPITALS

Elizabeth Bronsdon Robertson, M.A.
California State University
Fullerton, 1974
Adviser: George A. Mastroianni

This study surveyed the use of television for medical communication in hospitals. The purpose of the study was to determine the capability, roles and usefulness of television in the 38 acute general hospitals in Orange County, California. It also surveyed possible uses of television in the future.

Slightly more than one-third, or 13 hospitals, were determined to use medical television by a preliminary telephone survey. The full study was then designed involving personal interviews of hospital administrators in these hospitals, using a focused-survey questionnaire to gather data.

Results indicate that portable television equipment is used by all 13 hospitals and that mobility is a great asset. The study showed how medical television is used to meet burgeoning communication demands, but that budget limitations are an overriding reason restricting its use and potential. Until the financial climate improves it does not appear that hospital use of television in Orange County will grow fast.

Present and future use appear to be greatest in the areas of education and training. Use was highest in teaching hospitals for the education of medical students. In other hospitals too, the main role of TV is for the education and training of medical staff, ancillary personnel, students and patients.

The expense of acquiring, maintaining and utilizing video equipment appears to limit its potential and tends to suggest that hospitals may find mutual benefit by sharing use of television resources in the future.

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INTRODUCTION OF ECONOMIC FACTORS INTO SPECTRUM RESOURCE MANAGEMENT

John O. Robinson, M.A.
University of Pennsylvania, 1974
Adviser: William H. Melody

This study considered the merit and feasibility of altering the present method of spectrum (radio spectrum) resource management to include a greater involvement of economic factors in the allocation and use of the resource. Two management mechanisms were evaluated. First, as has been proposed by many others, a market system with minimum administrative regulation was assumed, and its overall performance examined. In the second case, economic incentives were combined with an administrative system, as management tools.

Several general functions that must be performed by any effective method of spectrum resource management were defined. The alternate methods of resource management, including the present administrative system, were judged on their ability to accomplish these functions. In addition, the performance of

the market system and the combined administrative-market system were compared to that of the present system.

A basic premise maintained throughout the study was that the current allocation of the spectrum resource must be accepted as an initial condition for analysis.

It was concluded that a market system would be unsatisfactory as a management mechanism. It would not allocate the resource according to the priorities established by current national policy. No practical means has yet been determined by which property rights in the resource can be established. Finally, when analyzed only on the basis of economic efficiency, it was found that the expected market conditions would be more nearly monopoly than effective competition in most parts of the resource. Further, the opportunity would exist to exercise monopoly power in the spectrum resource market in a manner that would reduce competition in product markets.

While it is concluded that the spectrum resource must be allocated administratively, the analysis indicates that the present administrative method would be much more effective if certain market incentives were incorporated as management tools. In particular, the present concept of the resource as a free good is a fundamental weakness of the present system. A rental charge is recommended to dispel this concept, and interject economic incentive for conservative use of the resource.

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THE ROLES AND RESPONSIBILITIES OF THE CANADIAN MEDIA: A SELF-PORTRAIT

Bruce P. L. Rozenhart, M.S.
San Jose State University, 1974
Adviser: David Grey

To enter into a discussion on the roles and responsibilities of the mass media of communication in today's society is remarkably similar to a fly trying to retrieve a delectable tidbit from a spider's web. The circumstances leading to this entrapment are acquired by efficient investigation on what various media experts, public officials, and the public feel the media should be, and what they feel the media aren't.

This study deals entirely with the mass media of Canada--radio, television, and daily newspapers. The theme of this study is the roles and responsibilities of the Canadian media viewed from the media manager position. A mailed questionnaire, the fundamental tool of this thesis, sought responses based on the company and personal philosophies of the media managers on how the Canadian media meet their responsibilities and roles and just what these roles and responsibilities are.

The statistical results and the respondents' qualifications are categorized in four subject areas: the government and the media, responsibility in news projection, public responsibility of the media, and bias and believability in the media.

The purpose of this exploratory study was to aid in alleviating a lack of Canadian media research. Conclusions in this thesis are drawn on an inferential basis, using only material gathered through the mailed questionnaire.

Definitions of media roles and responsibilities are examined through inspection of major studies conducted in the United States and one by the Canadian Special Senate Committee on the Mass Media.

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ANALYSIS OF AGRICULTURAL NEWS CONTENT PREFERENCES OF FLORIDA NEWSPAPER EDITORS AND SELECTED FLORIDA READERS

Michael Ross Ruffner, M.A.J.C.
University of Florida, 1975
Adviser: Harry H. Griggs

The purpose of this study was to ascertain the agricultural news preferences of Florida newspaper editors and a selected group of Florida readers. The study surveyed 235 newspaper editors and 400 newspaper readers by mail questionnaire. A content analysis also was performed on agricultural news stories appearing in all Florida newspapers from September, 1974, through November, 1974. A response rate of 66 percent was achieved for the reader survey, and 54 percent from the editor survey. Analysis of 170 agricul-

tural news stories was performed.

Reader preference was for stories between 5 and 10 paragraphs in length and pertaining to research, how-to-do-it, or gardening themes. Little preference was indicated for stories with pictures or which stressed local events.

Editors, on the other hand, overwhelmingly expressed a preference for stories with pictures and a local theme. A majority of editors preferred stories under 10 column inches and expressed a desire for agricultural news fillers. Family and how-to-do-it stories were the preferred themes.

The content analysis showed that less than 25 percent of the newspapers in the state printed some agricultural stories during the period of analysis. Only 32 percent of the stories published had a local theme, in spite of the stated preference by editors for local stories, but over 45 percent of the stories were under 10 column inches in length. Contrary to the stated preferences of the editors, the vast majority of the stories did not contain pictures, and the most frequently published agricultural theme was that of the future event.

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A SELF-INSTRUCTIONAL PROGRAM ON SIMPLE TELEVISION VISUALS FOR EXTENSION PERSONNEL

Pamela Sue Sadowske, M.S.
University of Wisconsin, 1974
Adviser: E. Kroupa

Communication is an essential element for all education. Land-grant universities and their extension systems rely heavily on mass communication methods to disseminate their educational information.

In Wisconsin, although training in education is readily recognized, most county Extention agents have little background training in the communication skills they use on the job.

Without background training new agents face the situation of being expected to present educational programs on T.V. when they know little about the medium. For agents already on the job, in-service training is typically done at one-day district meetings or at longer workshops.

This training approach has some inherent problems. The result has been a very limited amount of recent T.V. training for Extension agents. The problem, then, is how to help agents perform effectively on television.

The study suggests that some type of workshop situation will increase T.V. experience for Extension agents. The workshops will tend to go into more depth rather than expending time on basic information. The paper suggests developing self-instruction materials to coordinate with later workshops.

In these terms the objectives of the paper were:

1. To assess the T.V. training needs of Extention agents.

2. To produce a self-instructional program on the use of T.V. for Extension agents.

3. To get agents' opinions about helpfulness of the self-instructional project on T.V.

4. To improve in the broad sense the T.V. performance of Extension agents.

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AN ANALYSIS OF THE DES MOINES REGISTER'S COVERAGE OF THE SOVIET UNION AND ITS RELATIONSHIP TO IOWA PUBLIC OPINION 1936-1940

Deanna J. Sands, M.S.
Iowa State University, 1974
Adviser: James W. Schwartz

Newspapers like the Des Moines (Iowa) Register play a prominent part in the lives of their readers as information gatherers and agenda setters, particularly in subject areas about which readers had little previous knowledge. This was especially true before the spread of public television. The purpose of this study was to analyze the Des Moines Register's coverage of news related to the Soviet Union from 1936 to 1940. To do this, a content analysis was conducted with randomly selected issues of the newspaper for the five-year study period to obtain quantifiable data.

To insure that the sample issues analyzed would represent the total accurately, re-

constructed composite weeks were devised. The five-year period was divided into twenty three-month periods, or quarters. Each quarter was, in turn, divided into twelve weeks. Since seven issues of the Register were printed each week, there were a possible eighty-four issues in an average quarter. These issues were taken as the sampling universe. In addition to the randomly selected issues, all the Sunday papers were analyzed.

A search of state and national documentary material relating to the study period was conducted with library materials to identify diplomatic policy, create historical perspective and define contemporary public opinion. The data obtained from the substudies were analyzed to determine if there was a relationship between the Register's coverage pattern and identifiable public opinion in its readership.

It was originally hypothesized that there would be a relationship between the Register's coverage and Iowa public opinion. However, after examining the content analysis, contemporary state and national affairs and the Gallup Poll, it was found that the Soviet Union was not generally perceived to be of great importance as a news subject until the end of the study period. Available data on public opinion did indicate, however, that the public must have received information from other sources which enabled them to form opinions about the Soviet Union.

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COLLECTIVE BARGAINING BY NEWSMEN FOR A VOICE IN THE PRODUCT

Marianne Sawicki, M.A.
University of Pennsylvania, 1974
Adviser: George Gerbner

Broadcasting and newspaper industry documents, union contracts and convention minutes, trade press reports, journal articles, and personal interviews are cited to outline the progress and goals of newsmen in six areas that comprise newsmen's demand for a voice in what the media say. These findings are evaluated with reference to the similarities and differences of the broadcast and print industries. A critique of the notion that ownership rights include the right to determine the product and a discussion of the institutional and personal interests that bear on message mass-production are used to support the contention that collective bargaining is an effective and appropriate way for workers both to achieve the right to a voice in the product and to exercise that right once it is recognized.

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THE THAI PRESS: A CONTENT ANALYSIS

Guy Scandlen, M.A.
California State University, Fullerton, 1974
Adviser: M. J. Rosen

Five urban and three rural Thai-language newspapers were content analyzed across sixteen news categories. Significant differences between the urban and rural newspapers of Thailand were found in all content categories except: 1) crime and violence; 2) Thai governmental affairs; 3) commerce; and 4) human interest. Both urban and rural papers gave their greatest proportions of space to: 1) advertising; 2) the arts; and 3) human interest. In governmental affairs, the urban papers gave significantly greater space to national news; the rural papers to local news.

Data from concurrent readership surveys and this study suggest that an expressed preference for national news was not being met by Thai newspapers and, conversely, that the large proportions of space given to advertising; the arts; human interest; and sports appeared unwarranted. Only the space given to news of crime and violence appeared consonant with reader preferences.

Studies concerning the influence of the Thai press on public knowledge and opinion were recommended.

A STUDY OF ATTITUDES TOWARD BANK TRUST DEPARTMENTS HELD BY LAWYERS IN WINNEBAGO COUNTY, ILLINOIS

Michael J. Schelstrate, M.A.
Northern Illinois University, 1975
Adviser: Albert Walker

The study centered on the attitudes of lawyers toward the trust departments of commercial banks. The purpose of the study was to reveal the existing attitudes of Winnebago County, Illinois, lawyers toward the five bank trust departments in that county's largest urban area, Rockford, and to determine if those attitudes are a function of a lawyer's percentage of trust and estate practice to his total law practice.

A questionnaire was designed and mailed to the 275 lawyers listed by the Winnebago County Bar Association as practicing in the county of Winnebago. Usable survey instruments were completed and returned by 139 lawyers (50.5 per cent).

Twenty-eight hypotheses were tested to determine if statistically significant differences existed between the responses of lawyers when grouped according to their percentage of law practice devoted to trusts and estates; that is, lawyers with little or no percentages of trust and estate practices (Group I) compared to lawyers with moderate or high percentages of trust and estate practices (Group II).

The results of the statistical tests conducted for six of the twenty-eight hypotheses were statistically significant, and, therefore, not retained.

The following conclusions are based on the findings of the study:

1. There is diversity of specific opinions between Group I lawyers and Group II lawyers concerning their familiarity with bank trust department fee schedules. Lawyers with moderate or high percentages of trust and estate practices are generally more familiar with what the trust departments will charge than are lawyers with little or no percentages of trust and estate practices.

2. There is little if any diversity of opinion between Group I lawyers and Group II lawyers concerning the fees banks charge trust customers. Most lawyers agree that (a) a Table of Fees from each of the trust departments would be helpful, (b) trust customers are concerned about fees, and (c) they (lawyers) would not recommend a bank trust department solely on the basis of fees.

3. There is little if any diversity of opinion between Group I and Group II lawyers concerning factors in recommending bank trust departments to trust customers. Of seven factors presented in the study, respondents generally agreed expertise of the trust department personnel was the most important.

4. There is diversity of opinion between groups concerning the quality of trust department service at three of the five banks of the study: American National Bank, First National Bank, and Illinois National Bank. In each case Group II respondents tended to rate the quality of trust service significantly higher than did Group I.

5. There is little diversity of opinion among the respondents concerning entertainment and special programs which the trust departments occasionally provide. Most lawyers agree (a) they have a good time at the trust department sponsored events, (b) they appreciate the special treatment, and (c) the banks are not wasting their time and money on these events.

6. There is little diversity of opinion concerning bank trust literature. Most lawyers generally agree (a) the literature is helpful (although a significant difference in responses was noticed between groups), (b) they would mind if the literature was not sent, (c) advertising and promotional purposes are the reasons for sending the literature, and (d) the banks will generally provide any needed literature.

7. Concerning a number of subject areas, most respondents generally agree (a) the Rockford bank trust departments and area lawyers are making honest and sincere efforts at cooperation, (b) trust departments should not "rough draft" legal documents, and (c) if asked, and if practical they would review a draft of a legal document with the trust department prior to execution of it.

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MASS MEDIA CREDIBILITY: THE MEASUREMENT OF AUDIENCE ATTITUDE CHANGES IN SAN JOSE, CALIFORNIA BETWEEN 1964 and 1974

Robert G. Schildmeyer, M.S.
San Jose State University, 1975
Adviser: Gordon B. Greb

The credibility of the mass media has been of concern to communication researchers and members of the media for many years. When Vice President Spiro Agnew attacked the mass media in a speech at Des Moines, Iowa, November 13, 1969, additional interest in credibility was generated.

This thesis traces the history of the concept of media credibility from the days of colonial America to the present day United States. The thesis also outlines research covering audience attitudes in San Jose, California.

The research project compared the results of a telephone survey taken in 1964 by Richard Carter of Stanford University and Bradley S. Greenberg of Michigan State University and reported in Journalism Quarterly, 42: 29-35, 1965, with the results of another telephone survey taken during May and June of 1974.

Data generated by the research provided proof for the following hypothesis: the San Jose public in 1974 was less likely to believe news reports on radio, television, and in newspapers because of perceived bias, editorial positions, criticism from elected leaders and political candidates, media self-criticism, and other factors.

The thesis also contains an annotated bibliography of principal studies in the field of credibility and a study of the attitudes of news directors and news editors in the San Francisco Bay Area to media credibility. The findings tended to indicate that news media executives, as a whole, were not aware of the public's views toward credibility and were doing little to improve media credibility.

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A STUDY OF THE PROFESSIONAL AND EDUCATIONAL BACKGROUND OF HIGH SCHOOL JOURNALISM TEACHERS AND ADVISERS IN WYOMING

Carol P. Schmidt, M.A.
The University of Wyoming, 1975
Adviser: David C. Henley

The purpose of this study was to determine the professional and educational background of journalism teachers and advisers in Wyoming public high schools.

The methodology utilized in the study included the distribution of a 61-item, four page questionnaire which was sent to all 71 known journalism teachers and advisers in the state.

Fifty-one respondents returned the questionnaire. All of these questionnaires were used in the study.

Results of the survey showed:

1. Forty-two per cent of the advisers do not teach journalism but sponsor it as an extra-curricular activity.

2. Ten per cent of the respondents have a major in journalism and another ten per cent have a minor in journalism.

3. Seventy-eight per cent of the teachers (39) had less than the 12 hours in journalism required for journalism certification in Wyoming. While only 11 teachers have enough hours in journalism to be certified to teach it in Wyoming high schools, 26 teachers reported that they did, in fact, teach journalism.

4. Only 16 per cent had any professional experience in journalism.

5. The majority of the teachers queried (52 per cent) said they did not intend to take any courses in journalism in the future.

Recommendations of the study include: strengthening certification requirements, offering more post-graduate courses and workshops throughout the state, and requiring all English teachers to take basic classes in journalism as well as requiring all high school students to have units of journalism or mass media in English classes.

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COMPARING READABILITY AND CLOZE PROCEDURES FOR DETERMINING FARMERS' COMPREHENSION OF AGRICULTURAL EXTENSION PUBLICATIONS IN SOUTHERN BRAZIL

Wilson Schmitt, M.S.
University of Wisconsin, 1974
Adviser: Lloyd Bostian

ASCAR, the agricultural extension agency of the State of Rio Grande do Sul, Brazil, uses publications as one of the major means of distributing technical information to farmers. Practical questions for the agency include: what is the level of difficulty of the writing and how well do farmers understand these publications?

This experiment tested the level of difficulty of a sample ASCAR publication using Kratz (Brazilian-Portuguese) readability formula and cloze procedure. Previous research in both readability and cloze procedure was carefully reviewed.

Cloze scores were achieved by testing farmers in spring 1974 with passages selected from 15 publications. Farmers were interviewed in 16 municipios representing the geographic and agricultural areas serviced by ASCAR. The 225 farmers provided additional information on use of publications and other media.

Readability scores ranked most publications as "easy." According to Bormuth's criterion, this represents an 88% comprehension rate. A comparison of rank order of difficulty of the publications, produced no significant correlations. However the largest correlation (.38) was found between the cloze ranking and the author's ranking.

In testing cloze methodology, the commonly-used exact word count method was compared to synonym count, but a synonym count did not improve cloze discrimination.

Of additional variables analyzed, higher cloze scores were significantly related to farmers' education, their judgement of ASCAR publications as easy to read, judgement of newspapers as easy to read, and regularity of newspaper reading. On the other hand, familiarity with publication content, and disposition towards publications were variables that did not affect farmers' comprehension of the analyzed material.

Conclusions are that ASCAR publications are written at an appropriate level of difficulty and are comprehended sufficiently by Southern Brazilian farmers. Cloze procedure is judged as a useful tool for measuring publication difficulty.

Finally, some practical recommendations are made, based on a stylistic analysis of the major errors made by respondents in cloze completion, to help extension agents to better communicate with farmers.

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COMMUNICATING HEALTH INFORMATION TO THE URBAN POOR: AN EXAMINATION OF THE ROLE OF THE MASS MEDIA IN THE HEALTH SYSTEM AND AN ANALYSIS OF THE MILWAUKEE COMMUNITY HEALTH FAIR

Virginia Marie Schramm, M.A.
University of Texas, 1975
Adviser: Werner J. Severin

This thesis presents an overview of the current crisis in the nation's health care delivery system; examines the media's substantial role in contributing to this crisis; and analyzes the Milwaukee Community Health Fair, a non-traditional, consumer-oriented, health project, organized and coordinated by a consumer health organization in Milwaukee, Wisconsin. The goal of the Fair was to increase consumer awareness of existing health resources and to increase consumers' concern for community and personal health by: 1) providing a vehicle for personal-interpersonal, consumer-provider communication; and 2) attracting mass media attention to the event, thereby fostering a greater public awareness.

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A CONTENT ANALYSIS OF THE WOMEN'S PAGES OF FIVE KANSAS NEWSPAPERS

Marsha Sears, M.S.
University of Kansas, 1975
Adviser: John B. Bremner

This study examines changes in the content of what traditionally have been called

the women's pages of a newspaper. Five afternoon dailies were studied: the Kansas City Star (Kansas state edition) and four Kansas papers -- the Lawrence Daily Journal-World, the Salina Journal, the Topeka State Journal, and the Wichita Beacon.

The years studied are 1960 and 1972. 1960 was chosen because it predated the active equal rights movement, which gained impetus from Betty Friedan's 1963 book, The Feminine Mystique. 1972 was chosen because it was the year the research began. Randomly selected, the same week from each year was studied: October 20-26.

All material on women's pages, excluding advertising, was studied. The material was divided into two categories: "traditional" copy, relating to women in their roles as homemakers, wives, mothers; and "now" copy, relating to women in careers and in society in non-traditional roles.

Though the changes varied from paper to paper, the study showed that "now" material occupied more space and a greater percentage of the women's pages in the five papers in 1972 than in 1960. The Kansas City Star's "now" material increase was the least, from 2.9 percent in 1960 to 6.4 per cent in 1972. The Wichita Beacon increased the most in "now" material, from 5.1 per cent in 1960 to 40.1 per cent in 1972.

According to the results of a questionnaire sent to the women's editors of the papers, most readers still want club, society, and nuptial copy, but less than before. The editors agreed that women's pages were becoming more interesting because of wider appeal to a general audience.

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THE NEWS MEDIA AND THE SAN ANTONIO DIPHTHERIA EPIDEMIC

Kay Elizabeth Canter Sharp, M.A.
University of Texas, 1974
Adviser: DeWitt Reddick

The thesis is a description and discussion of media coverage of the San Antonio diphtheria epidemic in the summer of 1970. The results of a content analysis of the first twelve weeks of coverage in three San Antonio daily newspapers and interviews with broadcast media personnel are included. Problems encountered by news gatherers and news sources are discussed, as well as suggestions for avoiding such problems in the future.

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DIFFERENCES DISPLAYED BY TWO AGE GROUPS IN REACTING TO IDENTICAL MESSAGES

Wendy Kay Shelton, M.A.
University of Pennsylvania, 1975
Adviser: Larry Gross

This study explored the notion that meaning is derived by a reader as a result not of individual, isolated messages which are read, but rather as a result of interaction between a message and characteristics brought to the communication situation by the reader himself. Specifically, the study examined the significance of differences in one of these characteristics, the reader's age.

The messages used were daily newspaper horoscope columns. Readers in two age groups, high school students and senior citizens, were interviewed on six days. Each of the subjects had the same astrological sign, and each was asked to interpret the day's horoscope listing. The subjects re-stated the message in their own words, and explained how the horoscope was or was not true for them that day.

The interviews were analyzed in terms of seven categories, including specificity of restatement, specificity of illustration, irrelevance of re-statement and illustration, hedging factor, originality of vocabulary and "halo effect."

The major pattern to emerge was that the older subjects seemed to focus on specific words in the given message, often to the exclusion of the meaning of the whole message. The younger subjects appeared much more competent in their ability to recognize the total structure of the message. Possible implications of this finding were explored.

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HALF-SHEETS AND HOPE: MISSISSIPPI NEWSPAPERS IN THE CIVIL WAR

John R. Shields, Jr., M.A.
University of Mississippi, 1974
Adviser: Ronald T. Farrar

In 1861, Mississippi newspaper editors forgot the differences which had divided them during the election of 1860 and concentrated their energies toward uniting the citizens of the state in a common goal. They used their columns to plead, cajole, admonish and even threaten, depending on the state of army and civilian morale. Every wrong sensed by the editors received scathing attacks as the newspapermen attempted to foster high morale and defeat potentially dangerous rumors.

Even during the lean years of 1863 and 1864, those few editors whose newspapers had survived struggled to offer a modicum of hope to besieged Mississippians. When self-sacrifice and devotion failed to bring victory, the finest talents of the newspapermen were severely tested in averting a premature collapse of the Confederacy. Their responses to the challenge offer today's historian a rare insight into the lives of those who manned the home front.

Throughout the war, the Mississippi press contended with capricious state and Confederate governments, a widening scope of military defeat, financial stringency and private suffering. That newspapermen continued to labor under these conditions is rather remarkable, as was the optimistic front they presented to their readers. It is doubtful that the men and women of the Confederacy would have remained resolute had the editors published the whole truth about the desperate military situation, thus the newspapers can hardly be faulted for glossing over the hardships and turning military defeat to morale victory.

Because the Confederate government chose not to use the press as a weapon against internal pressures, the newspapermen were left to their own devices. They contended with all their power against that which threatened the South's quest for freedom, and in doing so, suffered as much as, or more than, any other segment of Mississippi society. That the South was defeated is fact; equally evident is the contribution of Mississippi's newspaper editors and their place in history.

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CRYSTALLIZING PUBLIC HATRED: KU KLUX KLAN PUBLIC RELATIONS IN THE EARLY 1920s

John Mack Shotwell, M.A.
University of Wisconsin-Madison, 1974
Adviser: Scott M. Cutlip

In early 1920 the revived Ku Klux Klan was a rather weak fraternal organization under the guidance of founder William J. Simmons. When the Klan began to stagnate and lose money, Simmons resorted to hiring public relations assistance in the form of Edward Young Clarke and the Southern Publicity Association of Atlanta. Within a year and a half the Klan blossomed from a membership of 3,000 to a national strength of more than 100,000. By 1923 Klansmen numbered in the millions.

E. Y. Clarke and his associates were experienced promoters who had been successful in fund-raising drives in the South. In their campaign for the Ku Klux Klan, they employed many acceptable tools and tactics of contemporary public relations, including a speakers' bureau, house organs, press releases, press conferences, publicity photos, films, external publications, and pseudo-events of many kinds. At times, however, they also resorted to the unethical practices of exaggeration, cover-ups, character assassination, and blackmail. This thesis is a study of that campaign and its impact on American society.

The Klan promoters were able to create the illusion of socially responsible performance by presenting the order as an agency for reform. Apparently realizing that support could best be aroused by stirring up emotions against perceived social ills, Clarke and his associates offered the Klan as a panacea. Rather than direct the Klan's messages to some vague "general public," Clarke had his recruiters focus on the power complex--opinion leaders, economic elites, institutional hierarchies, special-interest group leaders--and thus influenced public opinion from within communities.

Because of this effective, though sometimes nefarious, public relations campaign, the Klan promoters mobilized many concerned Americans in the early 1920s by crystallizing their vague suspicions into specific hatreds.

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AMERICAN INDIANS IN
HARPER'S ILLUSTRATED WEEKLY 1857-1877

Nancy Hurley Smith, M.S.
University of Kansas, 1975
Adviser: Calder M. Pickett

In 1857, the Plains Indians had their first real encounter with the U.S. Army in what became known as the Grattan Fight. At the time, there were few whites in the region compared to the many Indians and buffalo. By 1877, the buffalo were almost gone, the last of the Indians had been driven to reservations, and the whites had taken over.

Harper's Illustrated Weekly began publishing in 1857 and did extensive reporting on Indians almost from the start. Considered one of the most successful journalistic ventures of its time, the Weekly is a treasure trove of American Indian illustrations and a valuable chronicle of the frontier whites' story of the Indian-white conflict.

This thesis is a historical study of the treatment Indians received in the Weekly from 1857 to 1877. Every issue was examined for the twenty-year period, and an appendix is included that chronologically lists every instance of Indian coverage discovered.

The study shows that most of the coverage consisted of fast-moving, colorful reports from biased sources -- military personnel, frontier newspapers, and settlers. The Indians had no spokesman, and the clear implication was that none was considered capable of the role.

The study shows that the Weekly's editorial comments about Indians were usually benevolent and enlightened, including some perceptive exposes on the politics of Indian affairs and the plight of reservation Indians.

A major point in the thesis is that the information used in editorial writing never appeared to have been applied as a check against reports coming in from the frontier. This failing contributed a great deal to the general public's biased perception of the Indian-white situation in the West.

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UNIT PRICING: ITS ROLE IN
RETAIL GROCERY ADVERTISING

Ira Michael Southward, M.A.J.C.
University of Florida, 1974
Adviser: Leonard J. Hooper

This paper surveys the chain retail grocery industry of the United States and categorizes the use of unit pricing in advertising appeals.

The paper studies, among other criteria, the effects of size of the chain (number of outlets) and requirement by state law of unit pricing in retail grocery outlets on the use of unit pricing in retail grocery advertising.

The paper also summarizes the type of advertising and the media used in conveying unit-pricing information to the public.

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CONFIDENTIAL NEWS SOURCES AND THE
FLORIDA NEWSPAPER REPORTER

Byron John St. Dizier, M.A.J.C.
University of Florida, 1974
Adviser: Harry H. Griggs

This study was based on the results of 100 questionnaires sent to ten reporters at each of Florida's ten largest daily newspapers. The questionnaire sought information about the reporter's frequency of use of, reliance upon and protection of confidential news sources. It also asked the reporter's opinions of proposed "shield laws" designed to provide him with a legal means of protecting his source's identity.

Results of the survey showed that almost all reporters, regardless of the type of news they cover, rely heavily upon confidential sources in their reporting. Twenty per cent of the respondents had at one time been asked by a judicial body to reveal the names of their sources, but only one-fourth of them had complied and named their informant. A

slight majority wanted no shield legislation at all, but of those favoring such a law, almost three-fourths wanted the privilege to be absolute.

The results are important for two reasons. They supply data on the actual day to day use of confidential news sources by a large number of reporters and they reveal the opinions of a group seldom heard from but one that would be most affected by any shield law.

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A STUDY OF PUBLIC RELATIONS IN THE MIAMI LAND BOOM OF THE 1920S

James Russell Stanton, M.A.J.C.
University of Florida, 1974
Adviser: John Paul Jones

This paper represents a study of the Miami real estate and building boom during the 1920s and of the public relations practices within the boom.

The author's purpose in conducting the study was twofold: To gain an understanding of conditions that helped create the boom and its collapse and to determine the extent to which public relations was a factor in the boom.

The author chose to limit his study to conditions and practices in the Miami area, the first area in Florida to feel the effects of both the boom and its collapse. Conditions in that area were typical of those throughout the State of Florida, if perhaps more exaggerated.

From his examination of the period, the author drew several conclusions: The Miami boom was an orgy of land speculation caused by such factors as climate, Coolidge prosperity, and improvements in transportation; it came to an end after speculation reached a saturation point; many public relations practices were influential in making and stimulating a speculative atmosphere and in cushioning the initial effects of the boom's decline.

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THE UTILITY OF PUBLIC SUPPORT TO CITIZEN ACTION IN AMERICAN BROADCASTING

Robert Moise Steeg, M.A.
University of Pennsylvania, 1975
Adviser: William H. Melody

Support from members of the general public has been lauded by both public-interest activists and academic observers as an important element of the pressure activities of citizen groups--collectivities of listeners or viewers--in broadcasting. In my thesis, I subjected this assertion to critical analysis, determining whether and how a broadcast citizen group's public support--i.e. demonstrable endorsement of its actions by lay individuals--can help it to exert pressure within the American system of broadcasting.

Through its use of public support, a broadcast citizen group may attempt either to gain legitimacy (i.e. standing) in a given proceeding or to exert influence over the outcome of a matter. I conducted an institutional analysis of the susceptibility of various citizen group targets--Congress, the FCC, the White House, the courts, and broadcasting practitioners--to pressure based upon public support and directed toward these goals.

The analysis revealed the various specific courses of action through which, in relation to each target, public support can be most effectively utilized to achieve group legitimacy or influence.

In addition, this study developed a set of generalizations to guide the effective use of public support by broadcast citizen groups. In the main, I found that while public support will be of widespread usefulness to the group seeking legitimacy, its utility toward group influence is far more circumscribed. In this latter regard:
--A group's public support will help it influence the legislative or administrative formulation of broadcasting policy only if the issue at hand is politically salient -- i.e. is of widespread importance among the electorate. On such issues, a group's public support adds to its actions democratic overtones which are politically and philosophically important to Congressmen, who in

turn also seek to influence FCC rule-makings on these issues. If the salient connotations are not initially attached to an issue, they may be tied to it by the citizen group through re-definition of the narrow broadcasting issue in terms of a more broadly important concern.

--When the enforcement of broadcasting policy is at stake, citizen groups seeking to utilize public support must appeal to already-established legal provisions which require broadcasters and/or the FCC to respond to the expressed will of members of the public in order to satisfy the "public interest." In the absence of such provisions, a citizen group's public support will not help it to exert influence.

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THE EFFECTS OF VIEWING DISTANCE AND ART TRAINING ON ACCURACY OF DEPTH PERCEPTION FROM RELATIVE SIZE CUES IN PHOTOGRAPHS

Helen L. Steeves, M.S.
University of Wisconsin, 1974
Adviser: John Fett

Accurate depth representation is necessary for an impression of reality in two dimensions. The perspective depth cues are therefore important in our ability to perceive (see and judge) depth in photographs. Relative size is the basic perspective depth cue.

Recent experiments have indicated that in some situations, "realistic detail" is an important factor in facilitating learning. Since a photographer's aim in making a photograph is often greatest accuracy of subject representation, it is assumed in this paper that accurate depth representation (therefore accuracy of viewer depth perception and accuracy of communication) is an important realistic detail in photographs. If this assumption is correct, an attempt to define some conditions where accuracy of depth perception is greatest is clearly worthwhile.

The factors ("conditions") tested in the experiment described in this paper were (1) viewer-to-photograph distance and (2) viewer experience in using perspective depth cues, i.e. "artists" vs. "non-artists."

Viewer-to-Photograph Distance

The accuracy with which viewers perceive depth in a photograph is theoretically controllable by a mathematical relationship between focal length of the lens used to take the photograph, print magnification and viewer-to-print distance.

"correct" distance - focal length x number of diameters of magnification

The "correct" distance gives proper perspective. Proper perspective means the most realistic impression of depth, i.e. the angular relationships seen between objects are the same as if the objects were viewed with one eye from the original camera position.

The experiment reported here tested the influence of the correct viewer-to-photograph distance on how accurately viewers judged depth from relative size cues in photographs.

Viewer Experience

The history of perception theory shows that an emphasis on individual differences and past experience has gradually become dominant in modern theories. These theories are supported by (1) studies in different cultures indicating that background experience affects how viewers interpret illustrations, (2) experiments showing that prior knowledge of subject matter or content of illustrations influences their effectiveness as a learning tool and (3) research demonstrating that training improves three-dimensional depth perception.

To see if accuracy of depth perception was a learned response (if viewers familiar with perspective depth cues were able to judge depth more accurately than less experienced viewers), this experiment also tested the influence of art training on accuracy of depth perception from relative size cues in photographs.

Methodology

Four photographs were taken of two rectangular objects separated by different distances in depth. The depth cues in the photographs were limited to relative size.

A total of 54 subjects, half artists and half non-artists (27 in each experience group), and three viewing distance groups (18 in each viewing distance group) viewed the four photographs. The "middle" viewing distance group viewed the photographs from the

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correct distance, determined by the "d=f x m" formula.

Results

A three-way analysis of variance (repeated measurements on one variable) showed that neither art training nor viewing distance had a significant influence on accuracy of depth perception from relative size cues in photographs.

The viewers' responses differed significantly for the four photographs. Accuracy was greatest for the easier photographs with the shorter between-object distances, and least for the photographs with the greater between-object distances.

The artists performed significantly better than the non-artists on the more difficult photographs with greater between-object distances. It is on these photographs that the effect of training is more likely to show up.

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THE IMAGE OF PUBLIC TELEVISION HELD BY STUDENTS OF THE COLLEGE OF JOURNALISM AND COMMUNICATIONS AT THE UNIVERSITY OF FLORIDA

Clara W. Stewart, M.A.J.C.
University of Florida, 1975
Adviser: Arthur J. Jacobs

This study determines the image of public television held by students in the College of Journalism and Communications from their experience watching WUFT-TV, Channel 5, Gainesville, Florida.

The sample of 185 showed low viewership of public television. Although 80 percent of the sample watched television; 60 percent never watched public television, and another 25 percent watched it only one hour a week. Those who did watch, did so infrequently, and they watched only selected programs.

The description for WUFT chosen most frequently was "public television", but only by 21 percent of the sample. "Educational television" was a very close second, with 18 percent. "University" and "informational television" followed close behind. It is clear the station did not have a distinct image in the minds of the students.

Differences between the image of public television in the abstract, and the image of local public television appear to have been the result of interactions between their experiences watching WUFT and the students' major field of interest, their past experiences with instructional television, and their overall conceptualization of television primarily as an entertainment medium. While the students have a good image of public television in the abstract, other problems, particularly lack of program information, caused the overall attitude toward WUFT to be less positive than the attitude toward public television in general.

Major recommendations included continued publicity of "public television" as a term and description, with a special publicity effort in the campus newspaper.

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OPEN MEETING LAWS IN THE UNITED STATES: AN ANALYSIS OF THEIR EFFECTIVENESS AND A PROPOSED MODEL LAW

Catherine Robinson Strong, M.A.
Kent State University, 1974
Advisor: Murvin Perry

In the 1950s journalists decided that politicians conducted too much of the public's business in secrecy. Except in rare instances, laws did not prohibit the practice of excluding the public from government meetings, so members of journalism societies launched a nation-wide campaign to enact open-meeting laws in each state.

Laws requiring governmental meetings to be open to the public currently exist in forty-six states, but only three score high in effectiveness. The law should include a policy statement, penalty and enforcement clauses, notice provision, and detailed wording to control the extent of the law's jurisdiction, executive sessions and discussion-only meetings.

The thesis includes a model law which would prohibit unnecessary private meetings.

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THE SELECTION OF OUTSTANDING FILMS IN FIVE COUNTRIES: A METHODOLOGICAL EXPLORATION

Peter Szekeres, M.A.
University of Pennsylvania, 1975
Adviser: George Gerbner

The study has analyzed the characteristics of films selected as "important" or "outstanding" by the institutions of film art such as lists of "great films", books, film festivals and cinematheques. It considered these major questions: (1) Which are the films selected from among all long films ever produced? (2) What are the nationalities of those films selected by institutions in Europe and America? (3) To what extent the national and international institutions of film art agree upon "what is outstanding" in film art? (4) Are there direct relationships between selections based on "aesthetic qualities" and selections based on commercial success? (5) To what extent the "most distinguished" selections determine the selections made by all other institutions? (6) Are there American films considered as outstanding by European institutions but not selected by their American counterparts? The study has also been an attempt to compile the most comprehensive list of "all time great films" ever made.

Based on a quantitative research, the results of this pilot study have shown that (1) The overwhelming majority of "all time great films" have been selected from the minority of film producing countries -- mainly from the U. S. and Western Europe; and that the "world-map" of great films is especially narrow when the American institutions select. (2) There is a national and international agreement upon "what is outstanding" in film art. The agreement between the institutions of the same country is the lowest when the American institutions select. (3) There is a direct relationship between the commercial success of American films and their selections by the institutions of film art in each of the five countries but primarily in the U.S. (4) Most of the films selected by a few institutions as the "most outstanding art works" have also been selected by all other institutions investigated. (5) A great many internationally recognized American films have not been selected by any of the investigated American institutions, although the number of American films selected by all American sources together has exceeded the number of American films selected by all European institutions.

The over-representation of top grossing films, the non-selection of internationally recognized American films by the American institutions themselves have been interpreted as indicators of the lack of an aesthetic concept of "what is outstanding in film art" and as indicators of assumed concepts and values outside the realm of aesthetics. The study was an attempt to initiate a systematic sociological research on our film culture and to reveal the sad fact that the selection of outstanding art works has been determined by factors inherent in commercial and political considerations, international market power and in the unilateral flow of audiovisual communications in the international market.

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WOMEN IN ILLUSTRATIONS FROM LADIES' HOME JOURNAL (1890-1899) VANITY FAIR (1920-1929)

Nancy Jane Taylor, M.S.
University of Illinois, 1975
Adviser: Arnold Barban

The purpose of the thesis is to understand the reality that women were creating and experiencing in the 1920's by studying its reflection in the commercial illustrations in one of the most timely magazines of the decade, Vanity Fair. The material studied includes the covers, the advertising art and the illustrative designs used throughout the magazine and, for comparison, also throughout Ladies' Home Journal from 1890 to 1899. The method of research used was personal immersion in the magazines in order to recognize the patterns and changes in the images and styles presented, and to then relate representative illustrations to the attitudes of each magazine's specific audience.

It was apparent from this analysis that by studying commercial illustrations one can gain insight not just into the historical events of a period, but also into the illu-

sions and the emotions of the people living together at the time. The style of graphics and the portrayal of women (as seen in the accompanying illustrations) reflects both changes in artistic traditions and changes in attitudes towards each group of women. Ladies' Home Journal's commitment to the traditional values of home and family was in sharp contrast to Vanity Fair's emphasis on frivolous gaiety and social liberation. Yet despite the change in graphic style and surface content, and despite the efforts women were making in each period toward social and economic freedom, the underlying image of women as either romantic virtuous creatures (in Ladies' Home Journal) or romantic, silly creatures (in Vanity Fair) changed very little.

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TREATMENT AND EMPHASIS PATTERNS OF ENVIRONMENTAL NEWS CONTENT IN MAJOR UNITED STATES METROPOLITAN DAILY NEWSPAPERS, MARCH AND APRIL, 1972

Selina A. Taylor, M.S.
Temple University, 1974
Adviser: Edward J. Trayes

The term Afghanistanism refers to the practice of giving attention to things far removed and ignoring those closest and most obvious. This study's primary quest was to determine if the nation's largest daily newspapers (those with circulations over 500,000) are practicing Afghanistanism with regard to environmental news. Specifically, the hypothesis which stated that a significant relationship exists between the scope of environmental news and the display it is given was tested by computing a contingency coefficient which proved to be significant at the .05 level of probability.

To measure display, an attention score was computed based on space measurement in column inches. Each article's scope or focus was measured on an ordinal scale according to the proximity of its news.

In examining the relationship between display and focus further, it was found that environmental news of international focus received the greatest play overall. However, display did not increase uniformly as focus increased so no pattern could be identified.

The study measured and compared several other variables as well, including proportion of news hole devoted to environmental news, types of pollution given greatest play, sources of environmental articles, and sources of information within those articles. It was found that there is a heavy reliance on government sources of environmental news and a limited use of industrial, academic and private (including conservation) news sources. Also, it was found that staff sources and wire service sources are used fairly equally in environmental news coverage, and that a paper's heavy reliance on wire copy can result in over-emphasis of news of national scope.

In comparing the environmental coverage of the 11 dailies during the study's time frame (March and April, 1972), the Washington Post and Los Angeles Times made the best overall showings. They devoted more total space, a greater proportion of news hole, had high frequency counts, and gave greater play to environmental news content than did the other nine papers. The New York Daily News, New York Post and Philadelphia Evening Bulletin made the poorest overall showings in comparison with their peer papers.

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MEN AND WOMEN IN TELEVISION DRAMA: THE USE OF TWO MULTIVARIATE TECHNIQUES FOR ISOLATING DIMENSIONS OF CHARACTERIZATION

Nancy Signorielli Tedesco, M.A.
University of Pennsylvania, 1975
Adviser: George Gerbner

This study examines the portrayal of major characters in a four year (1969 - 1972) sample of prime-time, network dramatic television plays and televised feature films. The specific focus of this analysis is to isolate the image of males and females in television drama.

The analysis is a simple but yet sophisticated analytic scheme to examine the most extensive archive of message analysis data currently available. This data is part of the ongoing Cultural Indicators Project at

the Annenberg School of Communications at the University of Pennsylvania. The analytic procedure consisted of two multivariate statistical techniques -- cluster contingency analysis -- as well as traditional analytic descriptive statistical procedures. Methodologically, the study demonstrates the utility of these multivariate statistical techniques, for the development of reliable and replicable measures of characterization and cultural indicators.

Substantively, the study finds that characters in dramatic television programming can be described accurately by three dimensions of characterization -- a morality dimension, an effectiveness dimension, and an age dimension. These dimensions are isolated in three analyses -- the analysis of all characters in these programs as well as the specific analyses of only males and only females.

The first dimension of characterization (morality) reveals that characters are divided into those who are basically "good" and those who are basically "evil." In particular, "good" characters are those categorized as good, successful, and/or happy; while "evil" characters include those categorized as bad, unhappy, unsuccessful, the killers, and/or those who are killed.

The effectiveness dimension of characterization reveals that major characters are also differentiated into those who do things (the "effective") and those who do not or can not perform (the "ineffective"). This dimension is interpreted as representing the basic distinction between male and female character images in dramatic television programming.

The image of femininity revealed in this analysis of characterizations is one of passivity; overall, females are married, portray comical roles, are unemployed, are young, and neither successful nor unsuccessful. They are attractive and warm, but also powerless and stupid. Females generally lack independence and are missing when adventures take place. Moreover, they are more likely to be victimized than commit violence, and are less likely to be bad.

The image of masculinity in television drama is, in many respects, just the opposite of that of femininity. Males are active and independent; they are older, portray serious roles, are employed, have adventures, and are more likely to be involved in violence. Males are active, powerful, and smart while also fairly attractive and warm. However, their independence requires that they remain unattached (not married) and thus are able to take risks.

This study also substantiates the findings of previous analyses of mass mediated character images. In particular, an important and consistent finding is the underrepresentation of women in these programs. Specifically, only 28 percent of the major characters in this sample of dramatic television programs are females.

Overall, this analysis reveals that the characters who populate dramatic television programming from 1969 to 1972 convey images that maintain the societal status quo, support traditional notions of social morality; and perpetuate traditional stereotypes of human nature.

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COMMUNICATION AND COGNITION EFFECTS FROM POLL QUESTIONS

Diana P. Tefft, M.A.
University of Washington, 1975
Adviser: Richard F. Carter

Public opinion polling attempts to get citizens to think about a situation. This involves communicating a situation to respondents, so that respondents construct ideas of the situation, and then, perhaps, answer a question about the situation. Involving citizens in governing cannot neglect citizen participation--by polling or other means--being limited by people's communicative and cognitive capacities about situations. We cannot discover these limitations if we only observe answers to poll questions.

This study described respondents' capacities to cope with situations differing in element quantity (the number of things involved) and type of content (whether things were ordered in time). Dependent measures were pictorial constructions of ideas of situations. Communication was reflected by the number of elements and connections in idea constructions; cognition was shown by how the elements were put together.

Results showed that people had a difficult time getting ideas of situations with more than a few elements. The number of elements in ideas increased as the number of elements in situations increased. The types of ideas people used, to accommodate more elements, indicated cognitive difficulties. Time-lines in situations created difficulties. for respondents.

The findings provide some empirical guidelines for tailoring questions to respondents' capacities. They also suggest that new polling procedures must be invented to help people think about more compound situations.

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NEWS DIFFUSION AMONG SOUTH DAKOTA STATE UNIVERSITY STUDENTS

Vadakkeveetil Alexander Thomas, M. S.
South Dakota State University, 1974
Adviser: Ben C. Markland

This study attempted to determine the pattern of news diffusion of Vice President Spiro Agnew's resignation October 10, 1973, among the students of South Dakota State University, Brookings.

The study was conducted by using a five-percent simple random sample of SDSU students. A questionnaire, which asked the 224 respondents the first source of information, the time of hearing the news, location of hearing the news, if they had told the news to anyone else after hearing it, and if they had sought further information from any source, is the basis for this study.

The most important finding from this study was that when the event had "extraordinary significance," interpersonal source became the most important first source of information, followed by television and radio, in order. Newspapers became the least important first source.

One conclusion was that as interpersonal communication became important due to the "extraordinary significance" of the event, the role of females in interpersonal communication also became dominant. It was found that more females had interpersonal source as the first source of information; more females told someone else after hearing it from the first source, and thus activated the word-of-mouth communication channels; and more females sought further information from interpersonal sources.

A brief review of fifteen important news diffusion studies conducted in the United States is also included.

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A DESCRIPTIVE STUDY IN SELECTIVE EXPOSURE AND PERCEPTION OF RELATIONSHIPS BETWEEN HIGH PREJUDICE AND LOW PREJUDICE, BLACK AND WHITE TEENAGE STUDENTS TO 'ALL IN THE FAMILY'

H. Roy Thompson, M.A.
Temple University, 1975
Adviser: John B. Roberts

The study addressed itself primarily to Festinger's theory of Cognitive Dissonance and its inherent concepts of Selective Exposure and Selective Perception, as applicable to the weekly television show, "All in the Family". Subjects, consisting of 100 black and 156 white junior high school students from Berlin, New Jersey, first answered a "social issues" questionnaire to determine degree of prejudice. Then, after listening to a tape recording of excerpts from the show, they answered a questionnaire about "All in the Family", which replicated portions of previous studies by Milton Rokeach and Neil Vidmar, as well as Stuart Surlin. Data were tested by Two-Way Analysis of Variance, "t" tests, two-tailed, and the Chi Square statistic.

Festinger was found to be substantially confirmed among teenage viewers of "All in the Family", with a notable body of findings in support of the Rokeach/Vidmar and Surlin applications of Selective Perception. Race appeared to be a more predominant factor in influencing respondents' perceptions than either sex of the viewer or degree of prejudice. Generally, respondents tended to identify with the television characters who held similar beliefs to their own and who were of the same race and sex. Although much of the show's satiric content was generally perceived as intended, many blacks found the

show's portrayal of white prejudice against blacks to be offensive, while conversely, a portion of the white teenagers found the show's portrayal of black prejudice against whites to be offensive. The bigotry-oriented racial humor on the show was also found to serve as a confirmation of existing viewer prejudice among many teenage viewers, both white and black.

The Selective Exposure aspect of Festinger's theory was only partially confirmed. With whites viewing the show more so than blacks, the race of the teenage viewers was found to be a statistically significant factor in influencing exposure to the show. High prejudice blacks viewed the show less than low prejudice blacks, but not significantly so. The extent of a viewer's prejudice also did not appear to influence the willingness of whites to expose themselves to "All in the Family". This latter finding was contrary to the findings of Rokeach and Vidmar.

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SELECTED BANK HOLDING COMPANY TRUST OFFICERS' VIEWS OF CORPORATE FINANCIAL PUBLIC RELATIONS PRACTICES

Terril M. Throckmorton, M.A.J.C.
University of Florida, 1975
Adviser: Glenn A. Butler

Financial Public Relations or Investor Relations is a relatively new profession, having gained widespread prominence in the 1960's. Financial Public Relations practitioners have directed their energies mainly toward the individual investor and the more than 12,000 security analysts across the country.

The purpose of this study was to explore the relationship that exists between these Financial Public Relations practitioners and Bank Trust Departments. Today, Bank Trust Departments control the world's largest pool of investment money--more than $400 billion.

A probe was conducted within the state of Florida among the eleven largest Bank Holding Companies. The Trust Officer and/or the Investment Trust Officer of each Bank Holding Company were given in-depth interviews separately within their offices during the spring of 1975. They were questioned with respect to their attitudes toward Financial Public Relations practices, their existing relationship and the type of relationship which would be most beneficial to them in the future.

The findings of the thesis were presented in descriptive terms. Generally, the data confirmed the researcher's supposition that there was not much direct contact between the two groups. The study did shed light on why this is so and uncovered areas where this communication could be increased for mutual benefit.

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MEDIA ATTENTION AND AUDIENCE KNOWLEDGE ABOUT TWO INTERNATIONAL NEWS ISSUES

Carol A. M. Thurston, M.A.
University of Texas, 1975
Adviser: DeWitt C. Reddick

In a study designed to look at the agenda-setting effect of mass media three kinds of media--newspapers, news magazines, and network television news--were examined for attention to two international news issues, the European Economic Community and the French presidential election. In addition to the content analysis of media, two population samples were surveyed for knowledge about the two news issues.

No significant linear correlation between media use and information question scores was found, and no significant difference between population samples was discerned. The author points to a potential threshold effect, below which agenda-setting is not operative.

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THE CHARLES KURALT "ON THE ROAD" TELEVISION SERIES: A STRUCTURAL AND PRODUCTION ANALYSIS

Jane Thornton Tolbert, M.A.J.C.
University of Florida, 1975
Adviser: Kenneth A. Christiansen

There are several reasons for the selection of "On the Road" as a topic for study.

First, the Charles Kuralt series represents a significant style of reporting. Second, the series is important because of its wide audience appeal. Third, the investigator wanted to achieve an understanding of the Charles Kuralt technique.

It was determined that the investigation must (1) develop a system for analyzing the organization, vocabulary, leads, endings, and types of questions and responses; (2) probe the background of Kuralt's literary development, and (3) analyze production techniques and question those participating in the production of the series to determine if there are any formulas for the series.

To this end, the investigator examined the early writings of Kuralt at the Charlotte News, his work on CBS News specials, his "On the Road" production, and his writings for the CBS radio series entitled Dateline America. To attain a comprehensive understanding of the "On the Road" series and the Kuralt approach, the investigator traveled with Kuralt and the crew to watch stories being produced.

Through interviewing Kuralt, examining the production of "On the Road" and analyzing the writing style of the series, three generalizations about the series can be made. First, Kuralt's method of expression is what makes the series. The production techniques are straightforward. Second, the appeal of the series can be attributed to its human interest quality. Third, certain stylistic devices reappear throughout the series.

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THE CORRELATES OF REPORTER PERFORMANCE AND INFLUENCE: A STUDY OF 1971 IOWA LEGISLATIVE REPORTERS

Hillard Robert Torgerson, M.S.
Iowa State University, 1974
Advisor: J. Paul Yarbrough

The study focused on data drawn from 25 of 26 reporters who spent half or more of their working hours covering the legislature. It's purpose was to examine correlates of reporter performance and influence within a legislative system. To accomplish this the following objectives were kept in mind: 1) determining how reporters perform with particular emphasis upon determing if there is variability in their performance, 2) assuming that variability exists in reporter performance, to examine antecedent factors and ancillary behaviors associated with individual reporter's behavior, and 3) examining the consequences of this behavior, especially the way it relates to the influence of reporters in the legislative system.

A reporter's activity was conceptualized as the articulation of three major subsystems: mass media, legislative, and target systems. Each have several components, with the legislative reporter in the focal position.

23 variables, separated into five categories, were developed.

Structural factors comprised four variables. Three dealt with editor concerns, while the other was the type of medium for which a reporter works.

Reporter perceptions comprised eight variables. Three were reporter perceptions of news values, and five were reporter's perceptions of their roles.

Reporting performance was comprised of one variable contrasting investigative reporters with reaction reporters.

Ancillary behaviors comprised six variables. Four resulted from analysis of responses relating to the techniques a reporter uses in dealing with sources. Two additional measures related to perceived norms governing reporter-source interaction.

Consequences of reporter performance comprised four variables dealing such mea sures.

The independent variables constituted all the variables except consequences of reporter performance, while the dependent variables were reporting performance and consequences of reporter performance.

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EDITORIAL REACTION OF SANTIAGO NEWSPAPERS TO ECONOMIC AND POLITICAL EVENTS OF ALLENDE'S GOVERNMENT

Flavia Lucia Corrêa Torreão, M.S.
University of Kansas, 1974
Adviser: John B. Bremner

The election, on September 4, 1970, of Salvador Allende Gossens to the presidency of

Chile put Chile in the headlines of newspapers and news magazines throughout the world. Allende was elected on a platform to lead Chile along the road of socialism. During his three years at the head of the Chilean government, Allende had to face enormous economic and political problems. On September 11, 1973, the military, in a coup d'état, overthrew Allende's constitutional government and established a military dictatorship in Chile.

This thesis analyzes the editorial stances of two Santiago daily newspapers, the right-wing El Mercurio and the left-wing El Siglo, to determine how the newspapers reacted to drastic economic and political change. The thesis examines the editorial positions the two newspapers took on eight economic and political events during Allende's government.

The findings show that emotionalism and sectarianism characterized most of the editorials in both papers. In general, the right-wing paper took stands unfavorable to Allende on all eight events studied, and, in general, the left-wing paper took stands favorable to Allende. Neither paper changed its editorial positions during the entire period of the study.

The thesis concludes that neither paper fulfilled its editorial responsibility to help the public understand the direction of change and the importand and controversial issues of the Allende government.

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COMPARATIVE EVALUATION OF AGRICULTURAL INFORMATION SOURCES BY WISCONSIN FARMERS AND THEIR SONS

Callix I. Udofia, M.S.
University of Wisconsin, 1974
Adviser: Eugene A. Kroupa

The objectives of this study were: (1) To identify the differences between Wisconsin farmers and their sons' evaluations of agricultural information sources for specific aspects of farming operation and management; (2) To identify the differences in how the fathers and the sons assess the characteristics of agricultural information sources; (3) To gain an insight into the relative importance of agricultural information sources for various and specific aspects of farming.

Data for this study were obtained from two groups of respondents. The first group comprised of 104 Wisconsin farm youth selected from the participants of the Farm and Industry Short Course held at the University of Wisconsin, Madison, from Feb. 11 - March 31, 1974. The second group was made up of the fathers of the selected youth. Mail questionnaires were used to collect data from both groups.

Except for information sources such as newspapers and family members, there were disparities in the fathers' and sons' conceptualizations of the information sources for most of the aspects of farming. Most of the disparities occurred in the ratings of the importance of farm organizations and local cooperative. The fathers considered these sources more important for many aspects of farming than did the sons. Apart from the extension agents, who the sons rated as a more important source of information for crop production than did the fathers, the son's evaluations of other information sources were generally lower than their fathers.

Regarding the sources of information on environmental issues, the sons thought local cooperative, own experience and salesmen were less important than did their fathers.

A greater percentage of fathers than of the sons felt that the extension agents were handy or available, trustworthy and easy-to-talk with. Similarly, more fathers than sons felt that radio farm programs were up-to-date. But on the other hand, fewer fathers than sons considered their own experience up-to-date. Government bulletins and reports were judged practical, up-to-date and 'approachable' by more sons than fathers.

Generally, it appears the sons were more skeptical and judgemental of agricultural information sources than their fathers.

From the findings of this research, the author recommends that suitable media should be used to effectively and efficiently disseminate specific kinds of agricultural information to farmers. The information needs and media use patterns of Wisconsin farm youth--the probable future farmers--should be given special consideration by agricultural communicators.

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A SPECIFIC KIND OF JOKING IN A SMALL FACTORY

Joseph Alan Ullian, M.A.
The University of Pennsylvania, 1975
Advisor: Virginia Ingersoll

The study attempted to discover the conditions which surrounded the bantering type of joking behavior occurring in a particular industrial setting. This aspect of joking activity was chosen because a critical review of the literature showed that the use of conditions to support interpretations of the functions of joking was necessary, though often ignored, in research on joking behavior. In an attempt to remedy this shortcoming, a method of recording conditions was devised and a field study was conducted. For each joking interaction the following conditions associated with joking were examined: the identity of the joker, the person joked with (the jokee), the target of the joke, and the audience. Also recorded were the time, the place, the ability of others to enter the interaction, and the specificity of the referant.

After the two month field study was conducted, the results were analyzed. Patterns were discovered indicating that joking was not random. Certain people joked more than others; certain people were joked with more than others; and certain people were in the audience more than others. Looking at each worker's joking activity it appeared that for each worker an equilibrium existed among the roles: Each worker joked as much as he was joked with and as much as he was the target of jokes. In addition some people joked more with certain people, and some rarely joked at all with others.

In terms of the other variables, the results suggested that joking occurred at different frequencies during the course of the week as well as during the course of the day. The frequency of joking also varied according to place. These overall patterns were at times reflected by each worker's individual patterns and, at times, each worker's patterns were unique. These patterns, combined with those concerning context and referent, provided the grounds for speculating about the existence of individual joking strategies.

During the time of analysis of the data, a joking sequence was found that occurred upon the introduction of new information. In such instances, the bearer of information would eventually become the target of a joke by the person to whom the news was most relevant. A study was devised to discover how often this joking sequence occurred after the introduction of new information. It was found to occur quite frequently.

Other directions for research are suggested by this study. The examination of conditions associated with joking might be studied in other types of groups such as families or parent-teacher associations. Different types of indirect communications that subvert other forms of interactions, such as insulting, fighting, flirtation, and sarcasm also might be studied using this approach.

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WRITING BY HIGH SCHOOL STUDENTS: A CONTENT ANALYSIS

Sandra Helene Utt, MSJ
West Virginia University, 1974
Adviser: Edward C. Smith

Frequency of language errors by high school juniors at Eastern Academy, Norfolk, Virginia, was determined by content analysis.

Categories of errors were grammar, syntax, punctuation, and spelling.

Spelling proved the most difficult category for the students.

Grammar errors were second most frequent. Incorrect use of it, you, and they accounted for most grammar errors. Also evident were lack of agreement in number of subject and verb and lack of agreement in number or person of pronoun and antecedent.

Third highest frequency of errors was punctuation, misuse of the comma being the most frequent.

Syntax was the fourth largest category.

The student correcting his own errors resulted in reduction in frequency of errors.

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THE ECONOMICS OF AUTO RACING

Kurt Van der Dussen, M.A.
Indiana University, 1974
Adviser: William L. Pittman

The sport of automobile racing has rarely been the subject of anything other than colorful (and often misleading) feature stories and superficial "who-won-the-race-and-who-was-killed" newspaper coverage. All but ignored by the news media has been the fact that from its inception professional auto racing has been a multi-million dollar battleground where the stakes are high and the costs are often higher.

This graduate-level writing project consists of a five-part newspaper series plus three magazine-length articles which explore the costly economics of racing from two different viewpoints. The first involves an examination of the actual costs and financial difficulties involved by small and large teams alike in competing in events like the Indianapolis 500 or major-league stock car racing. We find, for example, that a modern Indianapolis-car costs about $80,000--and that the cost of running a team at Indianapolis can exceed $200,000. The second viewpoint relates to the nature and degree of corporate involvement in auto racing--who is spending how much in what ways for what reasons. There, for example, we find that Goodyear and Firestone alone have spent more than $100 million on racing in the past ten years.

Based principally on extensive interviews with knowledgeable persons in racing over the summer of 1974, the articles conclude that racing is in danger of pricing itself out of existence. For as the sport's costs spiral ever higher, fewer and fewer sponsors are willing to foot the bills.

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AN EVALUATION OF PRESS PERFORMANCE IN INDIA THROUGH CONTENT ANALYSIS OF 1973 NEWSPAPERS

John V. Vilanilam, M.S.
Temple University, 1975
Adviser: John Lent

The objective of this study is to evaluate press performance in India by analyzing the content of selected newspapers and by judging the content against certain critical statements made by government authorities, newspaper editors, journalism educators and others.

The most frequent criticism in India is that conglomerate newspapers (those managed directly or indirectly by persons or trusts or corporations having large financial interests in other industries or business concerns) ignore developmental problems facing the nation as they are more interested in presenting governmental and political news. According to India's Deputy Minister for Information and Broadcasting, "government is committed to delink newspapers from big industrial houses." This is a serious step that affects the freedom of the press in India. It is essential, therefore, that a systematic analysis of the manifest content of Indian newspapers is made to examine whether there is any significant correlation between ownership and content.

Two of the specific aims of this study have been to find out whether there is any statistically significant difference between the quantity of developmental, governmental, and political news in the same newspaper; and whether there is any statistically significant difference between the conglomerate newspapers and independent newspapers (those linked with no other industrial or business interest) in the quantities of the three types of news.

Ai (Hindi) and Hindu (English) have been selected as representatives of the independent newspapers; Malavala Manorama (Malayalam) and Times of India (English) represent the conglomerates.

One of the operational problems encountered in this study has been the absence of definitions of developmental, governmental, and political news in existing literature. For example, development journalism is dis-

cussed quite often in developing nations, but no scholar has so far advanced any clear definition for developmental news. This study has made a humble attempt to fill that vacuum in development journalism literature. This study also differs from earlier studies in the field of press performance in India (which, incidentally, are very few) in that it devotes its major attention to the relationship between ownership and content of newspapers. Again, no previous study has attempted to quantify and compare the three types of news.

Findings indicate that there is significant difference among the selected newspapers in the quantities of developmental, governmental and political news they present. The independent Aj and Hindu give more developmental news than the conglomerate-controlled Malayala Manorama and Times of India. The conglomerates focus more on governmental news. But all four newspapers ignore vital developmental problems such as family planning, housing, communications, labor welfare, employment, health, hygiene and medicine, administrative reforms, national integration and social change which are not found among the top ten priorities of any of the four newspapers.

Ownership may not be the only major reason for India's newspapers being indifferent to developmental problems. A larger study of the Indian newspaper industry is essential before correlating press performance to conglomerate ownership. It is recommended that more newspapers in each ownership category and in each of the sixteen major languages of India are analyzed for news and advertisement content in order to arrive at more generalizable and conclusive results. It is also recommended that the problems faced by the Indian newspaper industry are studied in depth before taking drastic steps which in the long run will affect the freedom of speech and expression essential for the promotion of democratic ideals in developing societies.

INTERNATIONAL STUDENTS ON THE UNIVERSITY OF FLORIDA CAMPUS: ANALYSIS OF THEIR STRONGLY HELD ATTITUDES TOWARD U.S. NATIONALS

K. Usha Rani Vyasulu, M.A.J.C.
University of Florida, 1975
Adviser: Ramona R. Rush

During the post World War II era, more students have come to the United States than ever before. These students spend anywhere from six weeks to six years in a specialized situation in a university where their interests, exposure to the mass media, opportunities for observation, and the nature of their contacts determine how thorough their knowledge of the host country becomes.

In order to gain a deeper understanding of the opinion formation process among international students, 44 students on the University of Florida campus were personally interviewed.

Mass media are dominant sources of information about U.S. nationals for the international students both prior to and after the students' arrival in the U.S. However, the importance of interpersonal sources, such as the student's U.S. friends must not be overlooked.

The relationship between mass media and interpersonal influence upon the international student's impressions after his arrival is such that as the influence of the mass media increases, so too does the influence of the interpersonal relationships. The greater the number of close U.S. friends the international student has, the more favorable the attitudes of the student toward U.S. nationals.

International students generally do not participate in any voluntary associations at the University of Florida. Those who did participate, however, have generally favorable attitudes toward U.S. nationals.

Similarly, the experiences that the international student has, both prior to and after his arrival in the U.S., affect his impressions of U.S. nationals.

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AGRICULTURAL MARKET NEWS PROGRAMMING OF WISCONSIN BROADCAST MEDIA

Douglas K. Walker, M.S.
University of Wisconsin, 1974
Adviser: L. Bostian

The purpose of this study is to determine what Wisconsin's 102 AM, 137 FM and 21 television stations are providing as agricultural market information programming. Specifically, this study sought to document the amount, timing, frequency and completeness of broadcast agricultural market news reports. In addition, data were collected on the sources of market price information, the kinds of commodity and price information broadcast, advertising income and sponsorship of market news reports, and staff assigned to agricultural news programming.

Data for this study were collected by mail questionnaire and telephone contacts with all Wisconsin radio and television stations.

The author found that most stations now spend less than 30 minutes daily on agricultural news programming, as shown on Table 1. Over 40% of AM stations give 15 minutes or less of agricultural news on a typical weekday, while over 80% broadcast no news on Sundays. Wisconsin FM stations devote even less time to agricultural news, with three-fourths coming 30 minutes or less on a typical weekday. TV stations offer no agricultural programming on Sundays and six of eight stations responding to this question devote 15 or fewer minutes during the weekday.

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CITY PLANNING, THE PRESS AND THE GOVERNMENT: CITIZEN PARTICIPATION IN THE "AUSTIN TOMORROW" PROGRAM IN AUSTIN, TEXAS

John Charles Walmsley, M.A.
University of Texas, 1975
Adviser: Gene Burd

Case study of city planning program involving citizen participation discusses concepts of community and direct citizen participation in government. Design of the "Austin Tomorrow" planning program, public communication efforts of the city government aimed at promoting citizen involvement, and coverage provided by the city's newspapers are examined. Study evaluates performance of the city administration and newspapers, concluding that significant dedication and cooperation between government and the press are essential if the principle of massive citizen participation is to receive its ultimate test.

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AMERICA'S PETER PORCUPINE: THE NON-PERIODICAL WRITINGS OF WILLIAM COBBETT, 1794-1800/1817-1819

Karen K. Walsh, M.A.
The Pennsylvanie State University, 1974
Adviser: John M. Harrison

William Cobbett, who emigrated in 1792 from England to America, wrote as Peter Porcupine from 1794 to 1800 in Philadelphia.

Although he returned to the U.S. seventeen years later and wrote several works while living as a farmer on Long Island, it is with his first American residence that this thesis is primarily concerned, particularly with the pamphlets he published during that period, of which more than half a million copies were sold.

Cobbett was passionately preoccupied with himself, assuming without hesitation that his readers would find the subject just as fascinating as he did. Because of his high opinion of himself, he believed completely in his ability to discuss a wider range of subject with greater accuracy than anyone living or dead. The overconfidence allowed him no just appreciation of his limitations.

Cobbett saw everything as either wrong or right, black or white. And this, combined with his lack of education, explains his simplistic approach to subject matter. This tendency to over-simplify is obvious in nearly everything Cobbett wrote, although he himself did not realize it. He imagined he was thinking. But an argument never had a chance to settle in his mind and suggest its ramifications. Instead, it passed at once to his paper and was served up hot, as Hazlitt said, like pancakes.

Cobbett has been called by some the father of popular journalism, and in the sense that he made his works readable and available to the masses, perhaps he was. But in many respects, that claim seems to do a disservice to journalism. He was a spasmodic humanitarian at best, was capable of ignoring enormous cruelty and injustice and seemed much more interested in using his publications for personal vendettas rather than for the good of his readers.

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EVALUATION OF THREE INSTRUCTIONAL VIDEOTAPES DEMONSTRATING REGIONAL ANESTHESIA MOTOR SKILLS

Pamela M. Warwick, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

An evaluation is presented of three instructional videotapes demonstrating selected regional anesthesia motor skills. The videotapes contained cognitive information, as well as an expert example of the motor skills required to administer regional anesthetics.

Fifteen second-year medical students, who were rotating through the Department of Obstetrics and Gynecology of the University of Florida College of Medicine, constituted the study group. The students viewed these videotapes and received an educational package limited to supplementary reading materials about regional anesthetics. An objective and subjective evaluation was undertaken to determine whether medical students acquired sufficient knowledge from these videotapes to warrant their continued use in teaching regional anesthesia motor skills.

A comparison of pre- and post-test scores of cognitive information following viewing of the videotapes and receiving the educational package showed a significant increase in knowledge ($p < 0.01$).

An analysis of pre- and post-test scores of questions related specifically to the videotapes also demonstrated a significant increase in knowledge about regional anesthetics. Students who scored the lowest on the pretest showed the greatest increase in their scores on the post-test. In addition, students' attitudes toward this method of instruction successfully transmitted knowledge to the students.

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A CASE STUDY OF SEIKO WATCH - K. HALTORI AND COMPANY, LTD.: FUNCTIONAL ANALYSIS AS AN EVALUATION TECHNIQUE FOR PUBLIC RELATIONS PROGRAMS

Jennie Lou Wein, M.A.
University of Texas, 1974
Adviser: Alan Scott

An analysis of the public relations program of Seiko watch company produced by International Public Relations Company, Ltd., New York, utilizing the functional analysis method to determine the effectiveness of the program, and to study the various methods of a public relations practitioner, especially those used in the Seiko program.

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WHAT DO THEY KNOW AND HOW DO THEY KNOW IT? CITY EDITORS' KNOWLEDGE OF THEIR READERS

Steve Weinberg, M.A.
University of Missouri, 1975
Adviser: Ernest C. Morgan

This study is an attempt to learn the extent to which city editors of U.S. newspapers use scientific methods to learn demographics and story preferences of their readers. After a pre-test through personal interviews with 21 city editors, a mail questionnaire was sent to 375 randomly selected city editors on newspapers stratified by circulation size. After two mailings, a total of 131 city editors had responded.

The study concluded that American city editors overwhelmingly lack scientifically derived knowledge of their readers. In only

one--educational level--of six demographic categories referred to did the majority of the city editors report that their knowledge came from a survey or from Census data. For the other categories--age, income, sex, number of housewives, number of Blacks--and in story preferences, the number of city editors stating they had scientifically sound information was much less than 50 per cent.

The study concluded that those city editors most likely to possess scientific knowledge of their readers were those who: worked on a newspaper of more than 50,000 circulation; were 35 years old or younger; had been city editor three years or less; had a college degree; had that degree in journalism; and, surprisingly, had not studied research methods in college or elsewhere.

The author proposed and is at work on a brief manual of inexpensive ways for city editors to gain scientifically sound information about a newspapers' readers.

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THE ROLE OF BROADCASTING IN THE INFORMATION FUNCTIONS OF SELECTED STATE AND PRIVATE INSTITUTIONS IN FLORIDA

James Flaxington Whitman, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

This study examines the role of broadcasting in the information programs of state and private colleges and universities in Florida. A questionnaire and a Delphi study were sent to the nine institutions of the Florida State University System and to ten private institutions in the state. The questionnaire was used to determine the current role of the electronic media in the campus information function. A return of 89 per cent was received. The Delphi study provided respondents a chance to indicate the probability of certain information function developments becoming a reality by 1984, both on a general basis and in their own institutions. A return of 68 per cent was received.

The questionnaire results showed that institutions are greatly understaffed and underfunded, relying primarily on print media to disseminate information. Nearly every respondent indicated the desire to increase radio and TV usage, but they are restricted by lack of facilities and broadcast specialists.

The Delphi study showed a liberal tendency by institutions to predict great changes taking place in the information field by 1984, in terms of philosophy, mechanics, and administration. However, there was reluctance to predict these changes actually taking place in their own institutions.

In view of the great desire to undertake electronic media innovations despite lack of personnel and facilities, it is suggested that more emphasis be put on saturation of area markets in the form of film clips, which could be used often and at different times of the day by TV stations.

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A STUDY OF THE RELATIVE ACCEPTANCE, BELIEVABILITY, AND EFFECTIVENESS OF MALE VS. FEMALE PROFESSIONAL NEWSCASTERS

Susan McDargh Whittaker, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

This study was concerned with the factors of acceptance, believability, and effectiveness of male and female newscasters as perceived by selected adults in a controlled listening situation.

Four C.B.S. newscasters, two males and two females, recorded two versions of a specially prepared newscast. The newscasts varied in terms of organization, writing style, and subtle factual points. Eight groups of adult subjects, approximately 160 persons, were exposed to two newscasts by a male and female announcer. The presentation for each group was systematically varied by newscaster, newscast version, and order of playback.

At the conclusion of the newscasts, two questionnaires were administered consecutively. The first studied effectiveness and believability; the second focused on verbalized believability, preference, and acceptance. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) computer program. Two of the three hypotheses were confirmed.

When asked whether they would listen to a male or female newscaster, there was no significant difference in the degree of acceptance of either newscaster. More than 50 per cent of the S's gave a strong vote of acceptance for both sexes of newscasters.

Contrary to what was predicted, there was no significant difference in the believability of the male and female newscasters as perceived by this sample audience.

The retention measurement indicated that there was again no significant difference in the degree of retention of the "unique" stories in either the male or female's newscasts. Therefore, the newscasters were equally effective in communicating their message.

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A STUDY OF ATTITUDES AND OPINIONS OF PEOPLE IN SAN JOSE, CALIFORNIA, CONCERNING THE ADEQUACY OF LOCAL NEWS COVERAGE BY THE SAN JOSE MERCURY AND NEWS

Stephen T. Wiegand, M.S.

San Jose State University, 1975

Adviser: Lamar S. Mackay

As the city of San Jose, California, has grown into a metropolitan city in the past 25 years, the San Jose Mercury and News have grown into metropolitan newspapers. The Mercury and News are two of only three daily newspapers in Santa Clara County, which has a population of over one million people.

One of the problems faced by the Mercury and News as a result of their evolution into metropolitan newspapers is that of maintaining adequate news coverage of the city of San Jose while keeping the reading interest of people living in other parts of the metropolitan area.

This thesis asks the question: Do the people of San Jose feel the Mercury and News provide adequate news coverage of San Jose? To answer this question, personal interviews with a representative sample of the population of San Jose were conducted. Data assimilated from 263 standardized questionnaires were analyzed to determine the strengths and weaknesses of local news coverage by the two newspapers, as expressed by sample respondents.

A major point in the thesis is that the strength of the Mercury and News lies with the San Jose "establishment": the older, home-owning San Joseans. Young people, renters, and newcomers to the San Jose area are the demographic groups least satisfied with the local coverage of the Mercury and News -- the groups the two newspapers must strive to attract if they wish to stabilize and expand their circulation.

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APPLIED SOCIAL MARKETING: A CASE STUDY OF ANTI-SMOKING ADVERTISING

Stephen Allen Wille, M.A.

University of Texas, 1974

Adviser: William A. Mindak

A study of how techniques developed in commercial marketing can be of use to those promoting social causes. Special emphasis is given to the pretesting of advertisements. A case study is included in which anti-smoking advertisements aimed at students were pretested.

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THE USES OF THE NEWSPAPER TO EDUCATE AND INFORM THE MENTALLY RETARDED ADULT

Candy Williams, M.S.

San Jose State University, 1975

Adviser: Lamar Mackay

There are many possible uses of the newspaper in the education of the mentally retarded adult. The newspaper can be used as an aid in teaching this group almost all basic educational skills.

Employed within this paper was a questionnaire-test, administered to one hundred mentally retarded adults in Santa Clara county. The retarded adults were selected from Agnews State Hospital, Twelveacres School (a Christian Science Institution), and various public halfway houses within the county.

The questionnaire was used to determine present newspaper interest, reading habits, and preferences. A survey of literature turned up very little on the education of mentally retarded adults, presumably due to the fact that education was heretofore attempted with mentally retarded children, but did not continue into the adult years. This trend is now being reversed due to the de-institutionalization being executed in California and other states.

Contained within the paper and appendices are observations and suggestions designed to aid the educator in using the newspaper as a viable tool in classroom education.

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THE SPIRIT OF THE TIMES, A PONTOTOC, MISSISSIPPI, NEWSPAPER, 1841-1842

James Rudell Willis, Jr., B.A.
University of Mississippi, 1968
Adviser: J. R. Hoar

Owner and editor of The Spirit of the Times, William Washington Leland (1813-1881), started the first newspaper in Pontotoc, Mississippi, and was involved in Mississippi journalism from 1836 until the War Between the States. Leland played a significant role in Southern journalism by involving briefly a famous historian in the 1800's, Lyman Copeland Draper, in the work of the paper.

The study is concerned with Draper and Leland when they co-edited The Times. It deals with the lives and careers of both journalists, with the founding of The Times, and with the paper's struggle for survival. The Times' role as a vehicle for the dissemination of ideas is an important theme. Leland possessed an idealistic vision of the purpose of the press. Through its literary essays and editorial opinions The Times filled a niche later taken over by magazines. Leland was aided by local writers and Southern editors, and since he was also Pontotoc's postmaster, he drew upon exchanges for thoughts of editors outside the state and those of other countries. The Times supported efforts to improve Pontotoc and publicized the need for reform in Mississippi. Leland was outspoken on the subject of the need for better transportation and public education.

One of The Times' principal concerns was party politics. The Times' founding was the culmination of efforts by Leland, Draper, and Leland's partner in many of his newspaper ventures, C. A. Bradford. The Times, however, did not receive the patronage that it needed to survive despite the fact that Leland and Bradford were connected by ties of family or friendship with a circle of professional men in Pontotoc, in Jackson, the capital of the state, and elsewhere.

Draper's and Leland's attitudes toward the administrations of William Henry Harrison and John Tyler are mentioned, and the editors' positions on important national questions are examined.

The study reveals that The Times was typical, in many respects, of several newspapers of the period that were also conservative in makeup and typography and which aimed for fair treatment of differing political factions and political rivals.

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THREE MAJOR REPORTING AND EDITING PROBLEMS ON THE DALLAS DAILIES

Jim Willis, M.A.
East Texas State University, 1975
Adviser: W.J. Bell

This study attempts to illustrate three major problems of reporting and editing which exist at the two Dallas dailies and which likely exist at several other large dailies. In addition to illuminating the problems, actual stories of the two newspapers reflect these problems.

Several reporters and editors on both The Dallas Morning News and The Dallas Times Herald were interviewed between the months of August, 1974, and December, 1974. Other sources were newsroom staff memos, lectures, journal articles, magazine articles, books, and newspapers.

Reporters and editors at both Dallas dailies explained their problems as (1) city desk operation, (2) best method of covering and reporting news events, and (3) adequate training for reporters and editors. These problems were actually subsidiary problems including (a) having editors establish self-management practices, (b) establishing good

staff communications, (c) keeping the staff busy with meaningful duties, (d) keeping morale high among staff members, (e) establishing effective editing practices, (f) organizing the desk crew, (g) establishing and maintaining discipline, (h) deciding among individual best reporting methods, (i) beefing up the quality of journalism schools, and (j) establishing better on-the-job training programs.

Among the conclusions are (1) more funds need to be funnelled into the operation of the newsroom to hire more staff members, to hire better staff members with more experience, and to keep current staff members from leaving for public relations jobs; (2) that the internal promotion system on both newspapers needs revision as do the criteria for promoting persons into editing and managerial jobs, and (3) th t a more progressive-minded attitude is needed at both Dallas daily newspapers.

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CONTENT VARIABLES IN ADVERTISEMENTS AS CORRELATES OF READER INTEREST

Vardina Wind, M.A.
University of Pennsylvania, 1975
Adviser: Klaus Krippendorff

The study objectives were: (1) To develop a classification scheme for content variables of magazine advertisements, (2) To content analyze a set of magazine advertisements according to this scheme, and (3) To identify the content variables which generate the highest interest among the readers.

A systematic sampling procedure yielded 200 advertisements from five issues of a woman's service magazine. Each ad had an "interest" score based on the percentage of subscribers who found each of the ads of "interest." A set of content variables was developed encompassing message and sponsors' characteristics, product attributes and the physical characteristics of the ads. Recording instructions and procedures were developed as guidelines for two coders. Two pre- and one post-reliability tests were conducted following the procedure developed by Krippendorff. Two multivariate data analysis techniques were used: (1) Stepwise multiple regression and (2) AID--an Automatic Interaction Detector. The results were analyzed, compared and conclusions and implications were drawn.

The findings suggest that the main correlates of "Interest" are the physical characteristics of the ads--their size and color and the product class advertised. Less important are the copy characteristics of the advertisement.

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THE USE OF MASS MEDIA BY HOMEMAKERS VISITED BY EXPANDED NUTRITION EDUCATION PROGRAM AIDES IN TAYLOR COUNTY, IOWA

Diane Elizabeth Wolfe, M.S.
Iowa State University, 1974
Adviser: J. Paul Yarbrough

This study is an attempt to fill the gap in information on how low income people in rural areas use mass media. The study explores and summarizes relevant literature on the beliefs, values, and behaviors (including communication behavior) of low income groups.

A field study was conducted among rural homemakers involved in the Expanded Food and Nutrition Education Program in Taylor County, Iowa.

The data collected describes the homemakers on the basis of their personal characteristics and examines whether they are similar or vary with each other and the general population.

The data also describes the homemakers in terms of their specific value orientation, their habits, and their use of media, (including specific content) and determines how they vary from each other and the general population.

The study also explores the implications of the findings and developes suggestions for use of mass media in Extension work with the rural poor.

The findings indicated that ENP homemakers differ significantly from the general population and among themselves in age, education, income, in attitudes of alienation, rational orientation to decision making, use of leisure time, and mass media use habits.

EMP homemakers spend significantly more time using magazines, and listening to radio, but less time reading newspapers than the general population. There was no significant difference in the amount of time spent watching television.

The use of specific content was analyzed in terms of the function of the content for entertainment, instrumental homemaking roles, news, and other instrumental roles.

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A.B.C., C.B.S., AND N.B.C. LIVE TELEVISION INTERVIEWS CONDUCTED DURING THE 1972 DEMOCRATIC NATIONAL CONVENTION: AN AUDIO CONTENT ANALYSIS

David L. Womack, M.A.
University of Mississippi, 1974
Adviser: Jere R. Hoar

The 551 network interviews aired during the convention were audially recorded and examined in three ways. First, identification of interview participants was made: all sources by sex and race, all network newsmen and the sexual-racial makeup of the sources interviewed by each newsman. Second, a symbol analysis of each interview was conducted to explore whether or not each member of the four categories formulated--presidential and vice presidential candidates, credentials challenges and platform issues--had received similar numbers of mentions on each network. Third, the greatest symbol frequencies found in each interview were designated as principal themes. The themes of each interview were coded by a primary coder according to a three-point directional scale. Three secondary coders verified primary coder reliability by coding a twenty-five per cent interview sample. Correlation coefficients exceeded .715 in all cases.

The live interview portions of the three networks' broadcasts were generally alike in selection of sources as to race and sex and treatment of candidates, issues and challenges. Results of a symbol analysis showed candidates were not mentioned equally in live interviews by either sources or newsmen ($P=.05$). Generally issues and credentials challenges weren't either.

There was no statistical difference in source theme direction for members of each category ($P=.05$). Most themes about candidates were favorable. Issue and challenge themes were polarized either favorable or unfavorable on all networks. Newsmen themes could not be subjected to X^2 because of small frequencies for favorable or unfavorable cells. Newsmen neutrality for directional themes did not drop below 94.0 per cent.

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COMMUNICATION CAMPAIGNS OF POPULATION PLANNING IN THE PEOPLE'S REPUBLIC OF CHINA: A CONTENT ANALYSIS OF A CHINESE WOMEN'S MAGAZINE (1949-1966)

Kau-kiang Woo, M.A.
University of Wisconsin, 1974
Adviser: John T. McNelly

This is a content analysis of all 238 issues of a Chinese women's magazine from 1949-1966. To examine how an official mass medium implemented the Chinese policy of population planning for the 18 years, four major areas were investigated: trends; types, sources and formats of the messages, contents of persuasion, refutation and legitimation, audiences and the recommended methods.

It was found that the first communication campaign of public information on birth control in the magazine was started in 1955, 6 years after the setting up of the People's Republic. The second campaign began in 1962, after the first one was suspended in mid-1958 because of a more urgent political campaign.

The second campaign was far more intensified than the first one, aiming at more specific audiences, putting forth stricter recommendations concerning childbirth (number of children, interval of children and age of the first childbearing), and carrying more sophisticated, affirmative, intensive and extensive messages. There were double to triple increases in the numbers of messages, months with messages, persuasion appeals, messages refuting erroneous attitudes, and recommendation of methods, with peaks of the frequencies either in 1963 or 1964.

Reader contributions, mostly in the form of personal testimonials, totaled 40% of all

messages. Personal appeals were employed more frequently than collective appeals. The appeals of family welfare, national economy, overpopulation and sex were de-emphasized. Top political leaders were seldom used as legitimators, instead, cadres were urged to propagandize population planning by words and deed.

Male audience was included considerably, confirming the hypothesis that the messages in the magazine were not just intended for female audience. Messages to rural audience were tailored made: simpler methods and lower marriage age were suggested for the peasants than people in the cities. The two campaigns were characterized by heavy reliance on the more preventive and positive contraceptive methods.

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A HISTORICAL REVIEW OF THE NEW YORK TIMES' COVERAGE OF SUSAN B. ANTHONY'S PARTICIPATION IN THE WOMAN'S SUFFRAGE MOVEMENT

Deborah S. Woodrow, M.A.
BALL STATE UNIVERSITY, 1975
Adviser: Mark Popovich

This thesis examined the news coverage and editorial coverage the New York Times gave Susan B. Anthony's participation in the woman's suffrage movement from the time Miss Anthony joined the movement in September 1852 until her death in March 1906. Using various books on Miss Anthony as well as the New York Times index, a chronological list of events and activities involving Miss Anthony's participation in the woman's suffrage movement was compiled. Pages of the New York Times then were examined on the dates and near the dates of Miss Anthony's activities to learn what coverage the newspaper had given her or the movement.

The study showed that when the woman's suffrage movement began in the early 1800's, women had few of the rights they enjoy today. Society of the time believed a woman's place was in the home and that only man, as head of the household and chief breadwinner, should enjoy the right of suffrage. However, people who supported the woman's suffrage movement believed women should enjoy the same employment opportunities and wages men of that day enjoyed and saw the ballot as the women could achieve those opportunities.

Having shown the society of the early 1800s as well as the reason for the woman's suffrage movement, the thesis focused on Miss Anthony's activities in the movement to show the coverage the New York Times gave her and the movement both news-wise and editorially throughout her life. The thesis found the New York Times covered her activities and those of the movement factually, based on the historical books written about her life and activities. However, the study found the newspaper's editorial opposition to the movement lacked the facts to support its emotional, and often illogical, feelings against the movement. Only when Miss Anthony was found guilty of voting did the New York Times stand on firm ground in opposition to her actions because it presented facts based on the United States Constitution to support its statements.

The thesis concluded the New York Times reported its news stories factually and accurately, but used emotional appeals which lacked facts to support its opposition to the woman's suffrage movement. The thesis also concluded the New York Times reflected the society it served, a society that believed woman belonged in the home instead of out in a man's world, demanding the ballot in order to achieve equal rights with man.

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THE BLACK HEGIRA TO KANSAS: 1879-1880

Sharon L. Woodson, M.S.
University of Kansas, 1975
Adviser: Calder M. Pickett

During 1879 and 1880, forces of poverty and exploitation drove more than 20,000 blacks out of the southern states to seek a better life in Kansas. Because the social, political, and economic conditions were unsettled for the black race during this period, many blacks were restless for a change.

The thesis examines how this heavy migra-

tion of blacks from Mississippi, Tennessee, and Louisiana became an issue in state and national politics. Editorials of four Kansas newspapers -- the Leavenworth Times, the Atchison Champion, the Manhattan Nationalist, and the Topeka Commonwealth -- were analyzed. All four papers were leading publications in their communities, and all were published in area to which blacks migrated.

The editorials initially reflected a sentimental, favorable view of the black movement. However, as more and more blacks came to Kansas, the friendly, emotional view gave way to considerations involving serious fears and perplexities. After several months, the Kansas papers no longer spoke of the movement, but of "the problem," as it came to be known.

The cause of the exodus was never specifically determined, but historically it appears to have been due to circumstances in the states from which the blacks came and to the prevalent belief that Kansas represented an el dorado to the settlers.

If the newspapers' commentaries correctly illustrate the attitudes of Kansas toward the exodus, there was a sudden change from radical pro-black support to one of complete frustration. The editorials increasingly discouraged the movement of the blacks and advised them to stay away from Kansas completely.

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THE BLACK-ORIENTED MOVIES:
A STUDY OF FILM AS A CONFLUENCE
OF INSTITUTIONAL POWER
ROLES AND RELATIONSHIPS

Patricia Ann Woodward, M.A.
University of Pennsylvania, 1974
Adviser: George Gerbner

This research focuses upon the institutional power roles and relationships in the film industry to understand the formalized nature of communication controls in this society. In 1972, 25 percent of all American film productions shifted to Black-oriented themes. These recent Hollywood productions like "Shaft," "Slaughter," and "Superfly" have provoked significant public condemnation from many Black people. Organizations like the NAACP and Operation PUSH have petitioned the industry decision-makers to stop exploiting Black audiences with sex-violence-drugs storyplots and pimp-hustler film heroes. This analysis examines to what extent Black people can effect change in the film industry.

Each film scene is systematically affected by a hierarchy of power roles and relationships within the film industry. To concretize this assessment of one particular communication system, George Gerbner's institutional process analysis model is utilized. According to the Gerbner model, nine different power roles may be brought to bear upon any given mass-produced message system. These nine different power roles as defined by Gerbner are: (1) Authorities, (2) Patrons, (3) Management, (4) Auxillaries, (5) Colleagues, (6) Competitors, (7) Experts, (8) Organizations, and (9) Publics. In addition to this analysis, a brief history of Black movies is included, because it is important to know how past events influenced the present situation.

Results tend to suggest that Black people and their organizations will not succeed in altering the content of Black-oriented movies. A lack of capital to finance films and to compete with the major Hollywood studios, places Black people in a very limited power role and relationship. Their only real power option is at the box office level as a movie public. The history of Black-oriented movies tends to suggest that such films will continue to be made as long as there is a great revenue producing potential to be earned from them.

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DESIGNING AND TESTING
A SELF-INSTRUCTIONAL LEARNING PACKAGE
ON BEGINNING BROADCAST NEWS WRITING

Kenneth T. Wulfemeyer, M.S.
Iowa State University, 1974
Adviser: Jack Shelley

This study attempted to determine if beginning broadcast news writing style and technique could be taught more effectively using self-instructional (S-I) materials or using traditional lecture-discussion methods. The

author developed the S-I learning package on beginning broadcast news writing used in the study. It consisted of a workbook and a cassette tape.

Subjects for the test, which was conducted in April, 1974, were 91 students at Iowa State University. Fifty-six were journalism majors and 35 were non-majors. The majors and non-majors were randomly assigned to two treatment groups--S-I or lecture. All students received a pre-test over basic beginning broadcast news writing style. Students assigned to the S-I group had one week to review the materials before the post-test. Students assigned to the lecture group were given an hour-and-a-half lecture on broadcast news writing and five stories to rewrite for practice one week prior to the post-test. All of the information contained in the S-I materials was covered, although in lesser detail, in the lecture.

The post-test was exactly the same as the pre-test. It consisted of 70 objective-type questions and two news stories which had to be rewritten. A total of 100 points was possible. Using the mean differences in pre-test and post-test scores as the dependent variable, an analysis of variance was performed.

The analysis showed students learned significantly better (significant at the .005 level of confidence) when they used the S-I materials. No significant differences were found in the amount of learning by majors or non-majors in either treatment group.

Recommendations for further research include: 1. Repetition of the study using traditional instruction methods other than lecture-discussion. 2. Develop S-I materials on other areas of journalism, especially those in which S-I approaches have not yet been satisfactorily tested, and test them against traditional methods of instruction.

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FINANCIAL BEHAVIOR OF OKLAHOMA SINGLE STATION RADIO MARKETS IN 1973

Robert Earl Yadon, M.S.
Oklahoma State University, 1975
Adviser: James W. Rhea

Scope and Method of Study: This exploratory study examined the relationship of market variables to financial variables within 10 select single station markets in Oklahoma. Eleven market and financial variables were obtained through the existing station or published sources except POTENTIAL REVENUE, FINANCIAL EFFICIENCY INDEX and RADIO-DOLLAR INDEX, which were generated within the study. The market, or independent variables, were correlated with the financial, or dependent variables, and then compared to similar relationships reported in a national probability sample in 1966. An 11 X 11 variable R-matrix was generated and linkage analysis utilized to divide the variables into clusters. Factor and regression analytic techniques were used to isolate variables and to predict the dependent variable TOTAL RADIO REVENUE, when all other financial variables may be unknown in a single station market. A new variable, NEW STATION ENTRY, was added to the R-matrix to analyze the amount of common variance accounted for with existing market and financial variables.

Findings and Conclusions: Analysis indicated that there was no significant difference between relationships of similar market and financial variables in single station markets of Oklahoma and those generated in a national survey. Factor analysis indicates that future analysis of financial behavior may be accomplished with one market variable and four financial variables. It is possible through multiple regression to predict the TOTAL RADIO REVENUE of an existing station, and a formula was generated for single station markets. The market variables accounted for more common variance than financial variables when the NEW STATION ENTRY variable is added to the R-matrix.

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A COMPARISON OF TELEVISION PROGRAMS BETWEEN THE UNITED STATES AND THE REPUBLIC OF CHINA

Chain-Na Yu, M.S.
San Jose State University, 1974
Adviser: David Grey

The television age did not come to the Republic of China (R.O.C.) until the fall of 1962. Today, three television stations with islandwide relays serve as the major medium

of information and entertainment to 150,000 island residents. Since the establishment of the first television station, Taiwan Television Enterprise (TTV), Chinese audiences have had a heavy exposure to American network television programming.

The purpose of this study was to compare the television programs of Taiwan and the United States as a means of evaluating those differences and similarities between the Chinese and American people which might reflect the political, cultural, economic and social circumstances of the two countries.

Two television stations--TTV in Taiwan and KGO, the ABC affiliate in San Francisco --were selected to be the subjects of this study. The major object was to conduct an actual week-long observation of programs on the two stations. News, drama programs and commercials shown during the Spring, 1974 evening test periods on TTV and KGO comprise the three major parts to this study.

TTV and KGO had a similar programming structure: entertainment programs dominated both; information-type programs ranked second; and orientation programs related to public affairs supplied only a minor part of the total programming. While the structure was similar, the nature of news, commercials and drama programs between the U.S. and R.O.C. are quite different. Compared to American television, Taiwan programs have a more "political" tone, to cite one difference.

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PROGRAM DECISION-MAKING IN CPB-QUALIFIED PUBLIC RADIO STATIONS

William Thomas Zucca, M.A.J.C.
University of Florida, 1975
Adviser: Mickie M. Edwardson

The process of program decision-making in Corporation for Public Broadcasting-qualified public radio stations was investigated. A list of program decision-making factors was developed through personal interviews with program directors of CPB-qualified public radio stations. The list of forty factors was then mailed to the CPB-qualified public radio stations (other than joint-licensees and remote transmitter facilities) to gauge the relative importance of each of the factors. Demographic questions also were asked of the program directors. Response was 90.9 percent of the total sample.

It was found that "station's goals and objectives" was the factor most important in the program decision-making process. "Family influence" of the program director was found to be the least important factor.

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33 Application of a Transactional Model to advertising messages. Charles Henry Martin, Ph.D., University of Texas.

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145 The selling of the Constitution: The Federalist Papers viewed as an advertising campaign. John Grant Heller, M.A.J.C., University of Florida.

193 Public attitudes toward children's TV advertising: Some influencing factors. Paul Leonard Morigerato, M.A.J.C., University of Florida.

239 Unit pricing: Its role in retail grocery advertising. Ira Michael Southward, M.A.J.C., University of Florida.

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20 Children's acquisition of current events information in the context of family, peers, media use, and pre-existing attitudes. Robert Parker Hawkins, Ph.D., Stanford University.

25 Mass communication behavior among blacks in Washington, D.C.: An empirical investigation. Miles M. Jackson, Syracuse University.

65 Journalists' perceptions of news values. Joseph Lamar Baldwin, M.A., University of Texas

119 The effects of race and sex on the perception of political figures. Jack S. Fishman, M.A., University of Pennsylvania.

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130 Reader usage and content evaluation of a scientific journal, Laboratory Animal Science. Barbara Glenk Good., M.A., Ohio University.

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186 Identification of and means of reaching a potential member of a racquet club in the Dallas metroplex with suggestions for racquet club facilities and services. Cheryl C. Manney, M.A., North Texas State University.

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217 Audience interest in a controlled circulation community newspaper, The Saddleback, California., Valley News. Betty Waters Rawlings, M.A., California State University, Fullerton.

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235 Differences displayed by two age groups in reacting to identical messages. Wendy Kay Shelton, M.A., University of Pennsylvania.

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272 A study of attitudes and opinions of people in San Jose, California, concerning the adequacy of local news coverage by the San Jose Mercury and News. Step Stephen T. Wiegand, M.S., San Jose State University.

278 The use of mass media by homemakers visited by expanded nutrition education program aides in Taylor County, Iowa. Diane Elizabeth Wolfe, M.S., Iowa State University.

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4 Influences of interpersonal communication and other peer and family variables on change in religious values and behaviors during college. Lee B. Becker, Ph.D., University of Wisconsin-Madison.

6 A psychological approach to prediction of utilization of health services and development of communications strategies. Melinda Thach Birchmore, Ph.D., University of Illinois.

8 The mediating effect of the intervention potential of communications on motivated aggressiveness. Jennings Bryant, Jr., Ph.D., Indiana University.

9 The social learning of aggression through exposure to a model's emotional expressions contingent upon his performance of aggressive acts. Joanne R. Cantor, Ph.D., Indiana University.

16 Logical and Psycho-logical theories of semantic coding in reasoning. Patrice Lynne French, Ph.D., University of Illinois.

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35 A cross sectional analysis of consumer learning among younger vs. older adolescents. Roy Leamon Moore, Ph.D., University of Wisconsin-Madison.

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271 A study of the relative acceptance, believability, and effectiveness of male vs. female professional newscasters. Susan McDargh Whittaker, M.A.J.C., University of Florida.

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50 Coverage of a controversy by nine Arabic newspapers. Salim Yousef Abdul-Rahim, M.S., University of Kansas.

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262 An evaluation of press performance in India through content analysis of 1973 newspapers. John V. Vilanilam, M.S., Temple University.

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125 An evaluation of public relations as practiced by Southwestern Bell Telephone Company. Eddye S. Gallagher, M.A., North Texas State University.

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55 An analysis of the policy and practices of commercial television stations in Florida regarding informational public-service program material. Robert Eugene Alshouse, M.A.J.C., University of Florida.

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84 Illinois Cable TV Regulation. Scott C. Carlberg, M.A., Western Illinois University.

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129 The uses of common carrier regulation in data communications. Douglas Daniel Goldschmidt, M.A., University of Pennsylvania.

134 The Role of CCTV in the life of the corporate community. Eleanor Gibson Hale, M.A., University of Pennsylvania.

139 A study of consulting firms and television newsrooms. Candice Cecelia Harr, M.S., Iowa State University.

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150 Performance and professionalism among Wisconsin television journalists. Karl A. Idsvoog, M.A., University of Wisconsin.

160 A forecast of the accessibility of urban cable systems. Judith Ann Kates, M.A., University of Pennsylvania.

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205 Need and interest ascertainment of a television audience in order to program in the "public interest". Nanette Otto, M.A.J.C., University of Florida.

208 British broadcasting: From monopoly to competition. Robert G. Pedersen, M.A., University of Washington.

220 A study to determine the use, function and potential of television in Orange County hospitals. Elizabeth Bronsdon Robertson, M.A., California State University, Fullerton.

242 The utility of public support to citizen action in American broadcasting. Robert Moise Steeg, M.A., University of Pennsylvania.

244 The image of public television held by students of the College of Journalism and Communications at the University of Florida. Clara W. Stewart, M.A.J.C., University of Florida.

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252 A descriptive study in selective exposure and perception of relationships between high prejudice and low prejudice, black and white teenage students to 'All in the family'. H. Roy Thompson, M.A., Temple University.

264 Agricultural market news programming of Wisconsin broadcast media. Douglas K. Walker, M.A., University of Wisconsin.

270 The role of broadcasting in the information functions of selected state and private institutions in Florida. James Flaxington Whitman, M.A.J.C., University of Florida.

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285 Financial behavior of Oklahoma single station radio markets in 1973. Robert Earl Yadon, M.S., Oklahoma State University.

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179 Attitudes of Missouri newspaper editors toward agricultural news. David Wayne McAllister, M.S., Oklahoma State University.

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45 A comparative assessment of the relative adjustment and attitudes of two ethnic groups concerning their resettlement in the United States. Ester Gottlieb Smith, Ph.D., University of Illinois.

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111 Preparation and evaluation of a sample of ethnic-oriented material for adult new readers. Judith A. Ellison, M.A., Syracuse University.

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